YEAR 2016-2017

MASTER IN INNOVATIVE HOSPITALITY MANAGEMENT

SUBJECT: Research methods

SEMESTER: 1

TITLE OF ASSIGNMENT: The perception of millenial generation on green restaurants

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ABSTRACT

Companies with a sustainable business model in the hospitality industry are increasing. Not only hotels recognize the need to respond to sustainable pressures, but also restaurants in the form of Green restaurants are becoming more popular. Despite some research on how consumers perceive Green practises in restaurants and the factors that influence visit intention or WTP (Dutta et al., 2008; EunHa Jeong et al., 2014; Namkung & Jang, 2014), little research exists on the attitude of millennials in relation to WTP for Green restaurants.

The aim of research is to gain a better understanding of how the millennial generation perceives Green restaurants. The research is an exploratory study with a focus on millennials attitudes and how this influences their WTP. A survey is conducted among a sample population of 253 people between the age of 18 and 35. The results show that millennials attitude towards Green consumerism is highest, followed by health consciousness and influence from friends and social media respectively. However, health consciousness is not an influencing factor with regards to WTP whereas the other two attitudes are.

This research provided an enhancement on previous literature with a specific focus on the millennial generation and its WTP. This is important since millennials are the generation with the largest amount of disposable income compared to other generations (Farris & Chong, 2002). Green restaurant managers therefore have to gain a deep understanding of the underlying motives of this generation and their attitudes. This will help them to form a more attractive marketing strategy.

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SECTION 1: WORKING TITLE

The perception of the millennial generation on green restaurants.

1.1. BACKGROUND AND RATIONAL OF THE STUDY

The increase in economic growth in recent decades has made life easier in many ways. Products and services became more sophisticated and easily accessible, which caused a rapid increase in consumer consumption. The downside of this phenomenon is that it leads to overuse of natural resources of which developed economies have become increasingly conscious of (Hirsh, 2010). The term Corporate Social Responsibility (henceforth CSR) plays an important role in today's business environment. One of the early CSR theorists (Carroll, 1979) states that "business encompasses the economic, legal, ethical and discretionary expectations that society has of organization at a given point in time". CSR can be recognized by the rapid growth of 'Green restaurants'. These restaurants engage in Green practices henceforth GP that stimulate a greater care for the environment. Together with the rising consciousness of health issues and the negative impact of food production on the environment has resulted in entrepreneurial activity toward Green restaurants. In order to investigate this new phenomenon and the responses of consumers, research has been conducted on how consumers perceive such GP and how this influences their attitudes and behavioural intentions (Dutta et al., 2008; Jeong & Jang, 2010; Kwok, Huang, & Hu, 2016). Various demographics and interests of consumers result in different attitudes and behaviours among customer segments.

An important segment to consider for restaurateurs nowadays is the Millennials cohort, also called generation Y. Millennials are people who are born between 1980 and the late 1990s (Jang, Kim, & Bonn, 2011). They live in a world where social media is part of everyday life and are therefore exposed to the newest trends; 'green eating', 'saving the world' (Kasriel-Alexander, 2012) and 'healthy living' (The Hartman Group, 2015). They are important future consumers as they are the fastest growing population segment and are projected to make up 50% of the total global workforce in 2020 (Llp, 2011) Therefore, it is worthwhile to explore how their internal beliefs and attitudes in combination with the external factors from media and trends influence their perception on GP in restaurants and their Willingness to Pay for such restaurants. The Theory of Reasoned Action (TRA) uses concepts of attitude and subjective norm in order to predict behavioural intentions (I Ajzen, 1985). This can be an adequate tool to investigate millennials' perception on Green restaurants.

1.2. THE PROBLEM STATEMENT (RESEARCH QUESTION)

Do the millennials' attitude on green consumerism, attitude on health consciousness and subjective norm from surroundings have an influence on their willingness to pay a premium for Green restaurants?

1.3. RESEARCH AIM AND OBJECTIVES

The aim of this research is to broaden the understanding of the Millennial generation's perception of Green products and services in restaurants. Specifically, the objectives are:

Objective 1: To specify which Green Practices millennials value the most in Green restaurants.

Objective 2: To reflect on how attitude towards Green consumerism, attitude on health consciousness and the social pressure from friends and social media have an influence on the willingness to pay a premium for a Green restaurant.

Objective 3: To help Green restaurant managers to improve their marketing communication and build better customer relationships. A deeper understanding of the motives for millennials to visit their restaurants will help managers to focus their marketing and advertisement in the right direction.

1.4. ORIGINALITY AND CONTRIBUTION TO KNOWLEDGE

There exists some research on managers' behavioural intentions to apply GP in their restaurants (Choi & Parsa, 2006; Poulston & Yiu, 2011; Tzschentke et al., 2008). In addition, research has been done on profiling green consumers, their behavioural intentions toward patronizing a green restaurant and their willingness to pay for GP (Diamantopoulos et al., 2003; Hu et al., 2010; Namkung & Jang, 2014). However, very little research exists on millennials and their perception on green restaurant patronize intentions or willingness to pay. This is important since the millennial cohort becomes an even more important and larger consumer segment and their values might be more aligned with GP compared to other generations. In addition, the influence of social media and close friends is not examined and therefore adds extra information on motives behind patronize intentions of Green restaurants. This research provides an enhancement of previous research and knowledge, which may enable managers of green businesses to have greater insight of the millennial generation as a market segment. Therefore they could attract more loyal customers who are willing to pay more for Green services in restaurants (Namkung & Jang, 2014). This is very important since the future of Green restaurant depends on consumers and especially millennials willingness to pay more for sustainable practises.

2. SECTION 2: LITERATURE REVIEW

2.1. LITERATURE REVIEW

CSR & Green restaurants

Corporate Social Responsibility (CSR)

Corporate social responsibility (CSR) is a widely examined topic and has received more and more attention. Much research has been done after whether or not CSR can be profitable, and while this field is still contested with research showing negative results (Wright & Ferris, 1997) and positive results (Mohr et al., 2001; Wu & Lin, 2014), there is a general consensus on the benefits of implementing CSR practices. Advantages include gaining a competitive advantage and enhancing a positive image and reputation (Jeong et al., 2014). Further, the initial costs of implementing green features are high, but in the long term it may lead to lower operational costs (Jeong et al., 2014). In addition, consumers have also shown a greater concern for CSR practises in relation to their purchasing criterion (Mohr & Webb, 2005). Research shows that consumers are increasingly using their purchasing power to express their willingness to address greater social issues (Mohr et al., 2001). Therefore, the amount of companies that apply CSR in their business model has been growing in response (Vlachos et al., 2009). CSR is an important factor for existing and new businesses to take into account in their business models.

Green practices (GP) in restaurants

In the hospitality sector, hotels have been contested with GP, but within restaurants these type of practises are still very new. Nevertheless, restaurants are large energy consumers and are therefore expected to go along with the 'green' trend (Teng, Wu, & Huang, 2014). CSR practises in the restaurant industry are reflected in the sudden rise of Green restaurants over the last years. A Green restaurant may be defined as "new or renovated structures designed, constructed, operated and demolished in an environmentally friendly and energy-efficient manner" (Lorenzini, 1994, p.119). They are a response to the environmental side of CSR in the food-service sector where consumers and producers have become more aware of the devastating effects of food production in terms of water, energy consumption and land use ("Briefing Organic food: Helping EU consumers make an informed choice," 2015). The term 'Green' can be interpreted as eco-friendly, environmentally friendly, biological, ecological or sustainable (Han, Hsu, & Lee, 2009). Green restaurants are therefore businesses that offer food and drinks in an environmental friendly manner to their customers. The Green Restaurant Association (GRA) is a national non-profit organization that promotes "Creating an environment

Sustainable Restaurant Industry". They offer a way for all parties involved in the food service industry to become more environmentally conscious and obtain a Green restaurant certification (Teng et al., 2014). The GRA emphasizes the most common Green Practises (GP) that a Green restaurant can apply including water efficiency, waste reduction and recycling, sustainable furnishing, sustainable food, energy saving, use of disposables and chemical and pollution reduction (Teng et al., 2014). In order for restaurateurs to be innovative in this sector, the establishment of some of these GP are a great way to show care for the environment and differentiate their business from competitors.

Sustainable food & health

"Green food"

From the seven categories of GP outlined by the GRA only a few are actually visible to consumers. Therefore many restaurateurs focus on observable GP that can be readily seen by their customers and enjoy greater economic benefits (Chou et al., 2012). The offer of Green foods, which can compromise of organic, vegan or vegetarian food restaurants is one of the most visible ways for Green restaurants to show their care for the environment (Wang et al., 2013). The term organic refers to a method of production that aims at sustainable agriculture, high quality products and production processes that does not cause any harm to the environment in terms of human, plant and animal health and welfare ("Briefing Organic food: Helping EU consumers make an informed choice," 2015). The global market for organic foods has grown over the last 30 years from barely nothing to more than €66 billion in 2013, where demand in concentrated in North America and Europe (Appendix 1). The per-capita consumption of organic products is the highest in Europe and the financial crisis has not stopped this growing demand (Appendix 2). One of the main drivers for consumption of organic products is the growing concern about the negative impact of the traditional food production, specifically meat production on the environment. Livestock production involves the use of 8% of global fresh water, produces 18% of global greenhouse gas emissions and is one of the main drives of destroying wildlife habitats (Tuomisto, Joost, & De Mattos, 2011). Another reasons for the popularity of organic or Green foods is the perception that these products are more nutritious and healthier, even though this is not a proven fact ("Briefing Organic food: Helping EU consumers make an informed choice," 2015). Combining the consciousness on environmental damage of traditional production of food and the increasing consciousness on perceived health benefits of organic foods has resulted in the increased popularity of Green food.

Health consciousness

One of the main drivers of the increased popularity of Green foods is the growing shift towards health consciousness and living a healthy lifestyle. Health consciousness is defined as a person's own perception of his or her healthy lifestyle (Namkung & Jang, 2014). Self-perception involves a person's ability to identify what matters to him or her and has proven to influence attitudes and ultimately consumption behaviours (Cook et al., 2002; Sparks & Shepherd, 1992). Therefore, the more a person identifies himself or herself with living a healthy lifestyle, the more health consciousness this person is perceived to be. Furthermore, health consciousness is currently one of the main values associated with visiting Green restaurants (Chen, 2007; H. J. Kim et al., 2011). An individual who is health conscious is more likely to pay attention to the health dimension of foods in a restaurant compared to a less health conscious person (Jang et al., 2011). Therefore health consciousness may be perceived in the same line as environmentalism and considered one of the main drivers of Green restaurant visit intentions.

Health consciousness & Green restaurant visit intention

Together with the concern for the environment, health consciousness among consumers is also associated with Green restaurant visit intentions. Tarkiainen & Sundqvist, (2009) investigated the link between buying organic brands and health consciousness. Their results indicated that the more people perceived themselves to be health consciousness, the more willing they were to buy organic foods compared to less health conscious consumers. Other research shows that consumers generally prefer foods that are produced in an environmentally friendly manner that contains less pesticides, antibiotics and chemical fertilizers (Wandel & Bugge, 1997). In addition, the more conscious consumers are about the environment, the stronger the relationship between healthy food quality and repeat visit intentions of Green restaurants (H. J. Kim et al., 2011). Furthermore, Jang et al. (2011) found that the more health conscious the consumer is, the more they prioritize the health dimension of food resulting in purchasing decisions based on this dimension. Moreover, Namkung & Jang (2007) concluded that the health dimension from six food quality attributes was the third critical dimension that influenced revisit intention after taste and presentation of the food in a Green restaurant. Therefore, the greater a person's sense of self-identification with health, the greater his or her attitude towards Green restaurants offering sustainably produced foods will be positive compared to a less health conscious person. The 'sustainable food' dimension can thus be seen as one of the most important GP for restaurateurs to consider , especially since they are most visible as well.

Green consumers & Millennials

Green consumers

For the last 25 years, numerous attempts have been done to conceptualize the construct of environmental concern, environmental consciousness or green consumerism. Green consumerism is defined as “the degree to which people are aware of problems regarding the environment and support efforts to solve them or indicate the willingness to contribute personally to their solution” (Dunlap & Jones, 2002). Researchers have specifically focused on three dimensions of the construct, including knowledge about green issues, attitudes towards environmental quality and environmentally sensitive behaviour (Appendix 3). In general, men are found to have more knowledge on environmental issues, but women tend to be more concerned and show greater willingness to participate in green activities (Davidson & Freudenburg, 1996; Diamantopoulos et al., 2003). In addition, their seems to exist a positive relationship between education and income levels and environmental concern (Zimmer, Stafford, & Stafford, 1994). However due to several limitations of these studies, including small and narrow samples, lack of representativeness of the public population and the large discrepancies between year of study and publication date it is not possible to draw explicit conclusions on the socio-demographic characteristics of green consumers (Diamantopoulos et al., 2003). Therefore, this research uses the definition of Webster (1975, p.188) who defines Green consumers as "a consumer who takes into account the public consequences of his or her private consumption or who attempts to use his or her purchasing power to bring about social change". Lifestyle of health and sustainability (LOHAS) consumers are great example of green consumers (Appendix 4). They support the production of local, organic and low-carbon foods, because of their interest in a healthy lifestyle and promoting sustainability (Kim et al., 2013). To conclude, based on the research presented there is not a specific profile of a green consumer based on demographics, but the general consensus is that this customer segment is conscious about the environment when making purchase decisions.

Green consumers & age

Research has investigated the link between age and Green consumers, but again no specific conclusion can be drawn due to different results. Among the 33 studies that have investigated the relationship between age and environmental concern, the three hypothesis that can be drawn are that age is not related to environmental knowledge (Arcury & Johnson, 1987), younger people are more concerned about environmental quality and differences exist in Green behaviour between the younger and older generation (Diamantopoulos et al., 2003). Possible explanations are that measures to support the environment are often seen as threatening the existing social order, which results in greater support of the younger generation who is often more flexible to changes compared to the older generation (Kent D. Van Liere & Dunlap, 1980). Further, despite the fact that younger people may have a more favourable attitude towards pro-environmental issues they might not currently have the financial

resources to support this attitude (Diamantopoulos et al., 2003). Due to these inconsistencies further research is necessary on how younger people perceive environmental issues.

Millennials

Nowadays millennials (or generation Y) is the term used for this younger cohort of the population. Millennials are defined as the part of the population born between 1980 and the late 1999's (Jang et al., 2011). This generation has taken over the position of the baby boomers (born between 1946-1965) as the largest consumer segment in the United States, where there are approximately 75 million millennials. This generation is projected to grow even more in the future (Appendix 5). In general, millennials are perceived to be civic-minded, intelligent and active participants in today's society (Appendix 6). They believe that they can make a difference in today's world and are happy to take the responsibility of making a positive impact on the future. Furthermore, millennials grew up in a technological and dynamic environment that is constantly evolving, which means that this generation is able to be flexible, responsive to changes and adapt quickly to new technologies. In addition, they experienced tragic world events such as 9/11, which together with their exposure to fast global news increases their consciousness and involvement in world affairs ("The Millennial Generation: Pro-Social and Empowered to Change the World," 2006). This makes them one of the most analysed generations in today's world and an interesting market for all types of businesses.

Millennials & environmental consciousness

Furthermore, the millennial cohort is a promising generation concerning CSR and environmental issues for the future. The Cone Millennials Cause study (2006) has investigated the concern of the millennial cohort in relation to its surroundings. According to the responses of the survey 61% of the millennials feels they have the responsibility to make a difference in the world. In addition, 80% of millennials volunteer on a weekly, monthly or once or twice a year basis; 79% would like to work for a company that contributes something extra to society besides making profit and 68% stated that a company's CSR policy is either import or even extremely important in the decision making process of buying products. It is also important to note that millennials not only expect themselves to be socially responsible as 78% of the respondents believe that companies share this responsibility. Other research states that millennials indeed feel a need to engage in CSR activities (McGlone, Spain, & McGlone, 2011). Furthermore, millennials form a credible market segment since they have more disposable income compared to any other generation (Farris et al., 2002). Therefore, they are able to use their purchasing power to make decisions in benefit of the environment.

Millennials & social media

Moreover, millennials grew up in a digital world and are therefore much exposed to social media and trends. Showing "care for the environment" and "eating green" are two of the main consumer trends in 2015 (Kasriel-Alexander, 2012). In addition, following a "healthy lifestyle" including nutritious and Green foods, exercise and mindfulness is also dominating today's world (The Hartman Group, 2015). Millennials exposure to influence from these trends is probable. Furthermore, millennials dine out relatively more compared to any other generation and a large part of their disposable income is spend on gastronomy (Apresley, 2010). During these diners, millennials make great use of social media channels to share and post pictures of their gastronomic experiences (Barton et al., 2012). Millennials also value recommendations from other people when selecting a restaurant choice (Jang et al., 2011). Furthermore, one study showed that millennials within the "health-conscious consumer" group where most willing to pay a premium for a Green menu (Jang et al., 2011). Therefore, it is important for managers of Green restaurants to target the millennial market segment and specifically focus on Green foods and social causes. In addition, the best approach to do so is through digital marketing, social media channels and positive word-of-mouth advertisement.

Willingness to Pay (WTP)

Willingness to pay & Green Practices

Several studies have examined the WTP in relation to Green products and services. WTP is the maximum amount of money that people are willing to spend on products or services (Krishna, 1991). In hospitality research it is used as a proxy measure of behavioural intentions (Dutta et al., 2008; Kang et al., 2012). Furthermore, a price premium is the extra amount a consumer is willing to pay that justifies the true value of the product or service and can be an indicator of WTP (Rao & Bergen, 1992). In general, Green products and services are a bit more expensive compared to conventional ingredients (Vargas-hernandez, 2015). Nevertheless, many studies show that consumers are willing to pay a premium for Green products to reward firms with strong GP and that attitude toward Green products and services is an important indicator (Kang et al., 2012; Tsen et al., 2006). The study of Namkung & Jang (2014) showed that 68.3% of the respondents had the intention to pay a premium for GP in restaurants. In addition, several surveys have found a positive relationship between Green initiatives and WTP. For example, TripAdvisor (2010) found that 34% of respondents were willing to pay a higher price for staying in an environmentally friendly hotel and Deloitte (2008) found that 28% of business travellers were willing to pay a 10% premium for green accommodation. Despite these positive indicators, future research and empirical evidence has to be found in order to generalize the

positive relationship between environmentally friendly practises and WTP.

WTP & Self-perception on health consciousness and green consumerism

Furthermore, some studies have not only focused on the general relationship between GP and WTP, but have specifically examined the characteristics of consumers that are willing to pay a price premium. Specifically, research has been done to distinguish consumers by their involvement in health and green consumerism (Dutta et al., 2008; Namkung & Jang, 2014). In the restaurant industry Dutta et al. (2008) investigated the degree of people's involvement in health, environmental practises and social practises of people of origin in India and the US and how this affected their WTP. Results were that in the US a higher degree of involvement in social and environmental practises lead to a high WTP, while in India health concern had a greater influence on WTP. Furthermore, Namkung & Jang (2014) investigated how the consumer's self-perception on health consciousness and green consumerism had an effect on WTP for Green restaurant practises. Their results indicated that consumers with a higher self perception of health consciousness and green consumerism were located in the highest WTP group. Further research on these topics is necessary to generalize results, however it appears that consumers with a higher interest in green consumerism and health are more willing to pay a premium price for Green restaurants.

WTP & Demographics

The demographics of the 'Green consumer' being in general female and younger are similar to the link between the demographics and WTP, however again exceptions exist. For example one study found that consumers with a higher age, income and education levels are more willing to pay a premium (Dutta et al., 2008) whereas other studies indicate a negative relationship between age and WTP (Namkung & Jang, 2014; K. D. Van Liere & Dunlap, 1981) and an insignificant relationship between gender and WTP (Namkung & Jang, 2014). Some possible explanations are that younger people who buy green products have greater abilities to process information and search for new information (Gilly & Zeithaml, 1985). Concerning gender, some research suggests that women are more likely to show ecologically conscious behaviour and more carefully keep in mind the impact of their actions on other people (Banerjee, 1994; Gronhoj et al., 2007). Furthermore, consumers with higher levels of education and income are more likely to have a favourable association with Green initiatives since these customers are able to bear the additional costs and often have greater knowledge (Roberts, 1996). Despite the inconsistent results of various studies investigating the relationship between demographics and WTP (Roberts, 1996), the main influence does form a certain image. In general, the Green consumer that is likely to pay a premium for Green products is relatively young, female and has

a middle to high education level and socioeconomic status (Diamantopoulos et al., 2003; Han et al., 2011; Jeong & Jang, 2010). However more research is needed in order to generalize this relationship between demographics and WTP.

Theory of Reasoned Action (TRA)

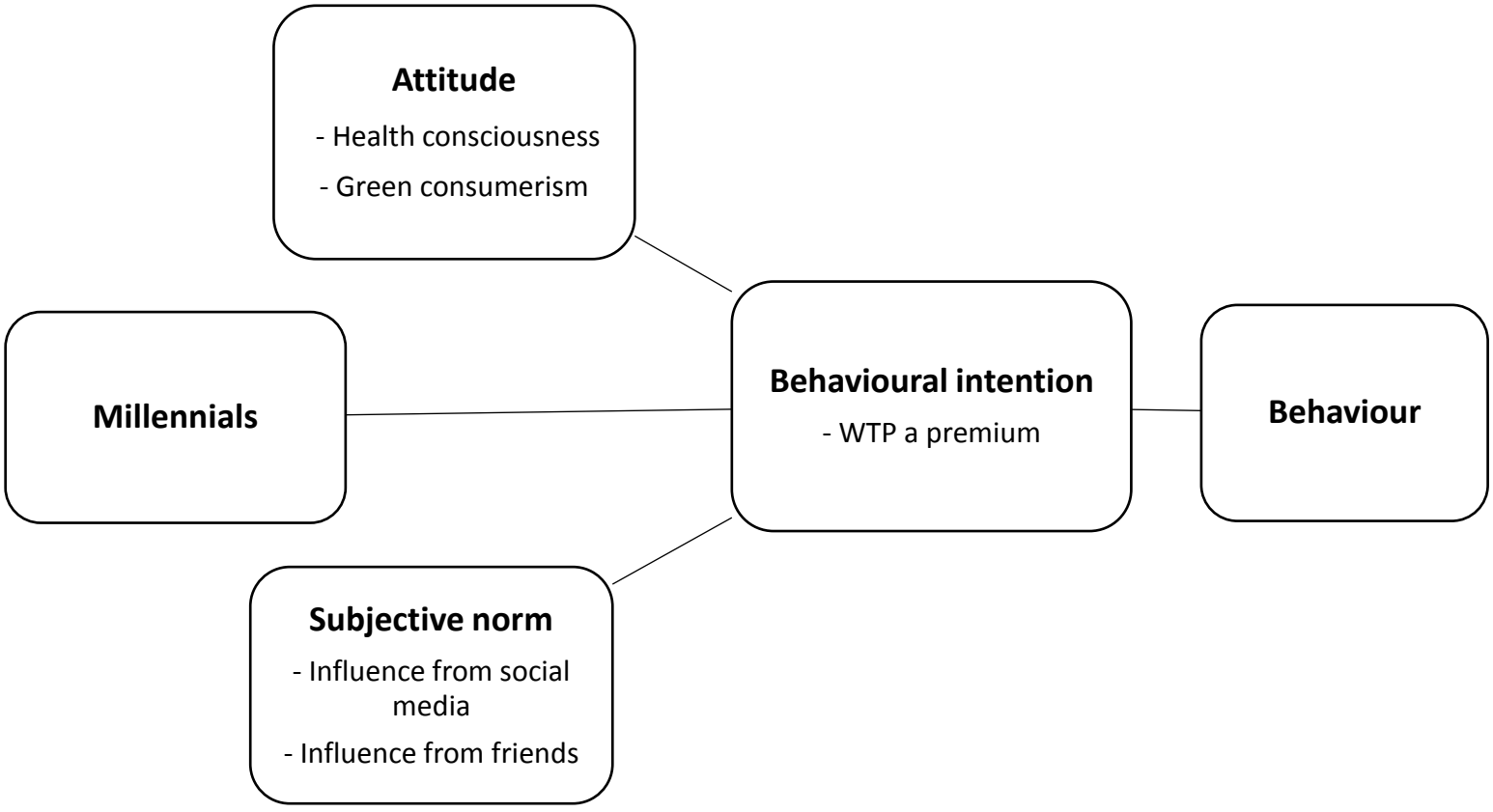
Fishbein and Ajzen's (1975) "Theory of Reasoned Action" (henceforth TRA) is one of the most examined and used theories in order to explain consumer behaviour. The reason for that is that the TRA links attitudes, subjective norms, behavioural intentions and behaviour in one construct (Appendix 7), which are important determinants of consumer behaviour. Attitudes are formed by values, which are personal standards that influence people's actions (Clawson & Vinson, 1978). The attitudes in this study involve belief and attitude on green consumerism and health consciousness. Subjective norms are a form of social pressure where a person is influenced by their belief of what they think people close to them expect him or her to behave (Fishbein & Ajzen, 1975). In this study subjective norm is measured by the influence from close friends and social media on Green restaurant visit intention. Furthermore, since it is very difficult to predict actual behaviour, this theory uses WTP as a proxy of behaviour. One main condition of this theory is that humans make rational decisions and use a variety of information in these decisions (Ajzen, 1991). Another condition is that the target behaviour is completely under a persons volitional control, which means that no other factors have an influence on whether or not the subject performs the behaviour (Fishbein & Ajzen, 1975). Therefore, despite its relative predictive power of behaviour, researchers have focused on a few shortcomings of the model. One of the main shortcomings is that not all behaviours are under a person volitional control, which can cause a wedge between intentional behaviour and actual behaviour (Madden et al., 1992). Therefore Ajzen (1985) has extended the TRA by adding an extra construct that takes into consideration a person's control over a given behaviour.

Ajzen (1985) added the construct of "perceived behavioural control" to the TRA, which resulted in the Theory of Planned Behaviour (henceforth TPB). Perceived behavioural control considers variables that are out of someone's influence such as the perceived difficulty of actually performing a behaviour (Ajzen, 1991). The greater the belief of a person on its resources and opportunities to perform the given behaviour, the more the person is in control (Madden et al., 1992). Variables that may have an influence in relation to Green restaurant visit intention is money, the time frame between the planned behaviour and the actual behaviour and the availability of Green restaurants. Even though the TPB has proven its significance in some studies on Green restaurant visit intention (Ching-Yu Lien, 2012), other studies show an insignificant relationship between perceived behavioural control and behavioural

intentions (Y. J. Kim et al., 2013). Possible explanations for this phenomenon is that consumers may select a Green restaurant in short notice (Y. J. Kim et al., 2013) and in general it is difficult for consumers to make an accurate prediction on his or her perceived behavioural control about future behaviours (Notani, 1998). In addition Fishbein and Ajzen (1975, p. 380) stated: "Since much human behaviour is under volitional control, most behaviours can be accurately predicted from an appropriate measure of the individuals' intention to perform the behaviour in question". Furthermore, this study is specifically interested in the influence of attitude and opinions from people on Green restaurant visit intention. Combining all these factors, the research uses the TRA instead of the TPB as a theoretical background for this study.

3. CONCEPTUAL FRAMEWORK

Figure 1: A conceptual model of millennial visit intention of Green restaurants and their WTP a premium.



Source: Author's own, 2017

The conceptual framework is developed from the TRA and adjusted according to factors that most likely influence the visit intention of Green restaurants measured through WTP. The attitudes of TRA

includes health consciousness and green consumerism of millennials. Further, the subjective norm compromises of influence from their friends and social media. These three factors in turn influences the behavioural intention of millennials, measured by WTP a premium. Given the fact that it is difficult to predict behaviour, behavioural intention is used as a surrogate for actual behaviour (Fishbein & Ajzen, 1975).

4. METHODOLOGY

4.1. OVERALL RESEARCH DESIGN

This study takes a phenomenological approach, because the research examines attitudes and behaviours of consumers in order to increase the understanding of their intentions and actual behaviour. Phenomenology is concerned with methods that examine people and their social behaviour, henceforth this approach. Furthermore, the study constructs knowledge at the beginning of the research through the literature review and the conceptual framework in order to deduct a specific outcome. Therefore, the approach of the research is deduction, which indicates whether or not the general theory is correct concerning the more specific relationships and interactions of the research (Altinay & Paraskevas, 2008).

4.2 DATA COLLECTION TECHNIQUES AND RESEARCH INSTRUMENTS

The study uses a quantitative measure using a questionnaire as the main data collection technique. The justification for this approach is based on previous studies on this topic that also used surveys in order to examine WTP in Green restaurants (Namkung & Jang, 2014; Tse et al., 2006). In addition, a questionnaire is an appropriate tool to reach a large amount of people at low cost in order to gain more insight in attitudes and behaviours of consumers (Altinay & Paraskevas, 2008).

The survey consists of different sections. Section I answers the question whether or not the participant has some previous visit experience concerning Green restaurants. Section II asks the question whether or not millennials are WTP a premium for a Green restaurant with possible answers being “Yes” or “No”. Section III consists of three subsections; one examines participants’ attitude on green consumerism, the other subsection measures participants’ attitude on health consciousness, the third subsection compromises of questions in order to examine the influence of social media and friends. Section IV measures participant’s importance of various restaurant characteristics. Section V examines perceived importance of various GP. Section VI asks participants to indicate the level of premium

millennials are willing to pay for visiting a Green restaurant ranging from 0%, 1-3%, 4-9% and 10% and above. The final section measures participant's demographical information of the participants, including nationality, age, gender, education and income (Appendix 8).

Section III to V rates responses to questions on a 6-point Likert scale from 1 (strongly disagree) to 6 (strongly agree) based on similar studies that also measured attitudes and beliefs on this scale (Namkung & Jang, 2014; Schubert et al., 2010). The only difference is that these studies measured attitudes on a 7-point Likert scale, however this study preferred to avoid a midpoint in order to gain a clearer picture of people's opinions. Furthermore, Section I, II, VI and VII involves category type questions, where the participant has to choose an answer from a given set of options. This limits the range of possible answers, however provides a clear categorization of the participant and makes it easier for the participant to answer the question as they have to think less (Altinay & Paraskevas, 2008). Taking into consideration the straight forward nature of the questions from section I and VI, these advantageous justify the decision for using closed questions.

4.3 RESEARCH CONTEXTS AND PARTICIPANTS

The sampling population of the research are millennials between the age of 18 and 35. The data is obtained through the distribution of a questionnaire among the millennial cohort. This is done partly through Facebook (n = approximately 200) and face to face distribution at the hotel school in Maastricht (n = approximately 50). The survey is completed by 253 millennials, which just exceeds the objected amount of 250 responses and is similar to previous studies (Sparks, P. and Shepherd, 1992; Teng et al., 2014). A large proportion of the respondents consist of the younger generation millennials of an age between 18 and 23 (64%). The rest of the population is between the age of 24-29 (32%) and 30-35 (4%) Furthermore, the female population in this research is greater than the male population (71% vs 29%). The nationality of the respondents is Dutch (57%), German (10%) and Other (33%).The income distribution is skewed towards the lower income categories where the majority has an income of less than €1000 per month (71%). This makes sense since millennials of around 20 years old are often students and have therefore less disposable income. Thus a large part of the sample population exists of the younger, female proportion of the millennial generation who have an average income of between 500 and 1000 Euros and are most likely Dutch.

The sampling technique used in this study is a combination of convenience sampling with face-to-face contact and online contact. The questionnaire created by Google form and is distributed through Facebook and WhatsApp groups. Further, people are asked to forward the questionnaire to people they know and also fit the target group criteria (snowball sampling technique).

The study explores the general perception of millennials and their ideas on Green restaurants and is

not so much concerned in finding out what proportion of the population gives a specific response to the topic. Therefore, the main sampling technique is non-probability sampling. Non-probability sampling is defined as 'sampling where it is not possible to specify the probability that any person or other unit on which the survey is based will be included in the sample' (Smith, 1983). Judgemental or purposive sampling is a type of convenience sampling where participants are chosen based on the researcher perception of representativeness of the sample group (Altinay & Paraskevas, 2008). Since a portion of the participants are located at the hotel school in Maastricht the sample is somewhat purposive. Furthermore, self-selection will be involved as well when participants show their willingness to fill out the survey that is posted on Facebook and WhatsApp. In addition, due to time constraints the snowball sample technique is used when participants are asked to forward the questionnaire. The main disadvantage of non-probability sampling is that the sample is not representative of the entire population and therefore results cannot be generalized (Altinay & Paraskevas, 2008). However, due to time constraints and the exploratory nature of the research this disadvantageous is justified for these reasons.

4.4. DATA ANALYSIS APPENDICES

The questionnaire makes use of interval scales and nominal scales. Interval scales have equal distances between the points on the scale, which will in this study be a 6-point Likert scale. A nominal scale places the respondent within a given category and therefore does not provide any information on importance (Altinay & Paraskevas, 2008).

The first step is to systematically sort the data into variables, which may be continuous (age, income of customers), discrete (nationality or education) or abstract such as attitudes towards health consciousness. The next step is to code the responses to these variables by assigning a numerical value to the answer. Further, inconsistencies or errors in coding are checked upon and erased when necessary. SPSS will be used for the statistical analysis. The initial analysis includes the descriptive statistics that provide an overview of the mean, minimum/maximum, standard deviation and variance. The means provide an overview of the different attitudes and behaviours respondents have on health consciousness, green consumerism, influence from friends and social media, GP and restaurant characteristics. The standard deviation and variance measure the extent of dispersion in the data, where a small standard deviation or variance implicate that most responses are tightly grouped around the mean (Altinay & Paraskevas, 2008). The in-depth analysis measures the relationship between gender and income (independent variables) and WTP (dependent variable). In addition, this analysis also examines the relationship between millennials attitudes on health consciousness, green consumerism, influence from friends and social media (independent variables) on WTP (dependent

variable).

4.5 DATA ANALYSIS

The initial analysis of the survey is done through the analysis of a descriptive statistics table created in SPSS. This encompasses the analysis of demographics, Green restaurant visit experience and millennials attitude towards Green consumerism, health consciousness and influence from friends and social media. In addition, millennials perceptions on what they feel are the most important restaurant characteristics and Green practises is analysed. The mean and standard deviation provide a first impression on millennials attitudes regarding these topics.

The first part of the in-depth analysis measures the relationship between gender and WTP and income and WTP. This is done through the use of cross tabulation and the Pearson Chi-Square test of independence. Gender is based on a male and female population. Disposable income (including loans and student loans) is divided into four categories: less than 500 Euros, 500-1000, 1000-2000 and 2000 and more. Furthermore, WTP is measured using two types of dependent variables. The first dependent variable focuses solely on the response to the question whether or not millennials are willing to pay more for a Green restaurant. The second dependent variable focuses on whether millennials are willing to pay a low (0%-3%) or high amount of premium (4% and above). The Pearson Chi-Square test of independence is conducted in order to find out whether or not these two categorical variables are independent (Field, 2013). The null hypotheses are formulated as follows:

H0: Among the millennial generation, no relationship exists between gender and WTP for a Green restaurant.

H0: Among the millennial generation, no relationship exists between income and WTP for a Green restaurant.

The second part of the in-depth analysis measures the relationship between millennials attitudes and WTP. Factor analysis is used to confirm that there are three constructs that can be retrieved from the questionnaire part on millennials attitudes. These three attitudes are Green consumerism, health consciousness and influence from friends and social media. Factor analysis is a technique used to cluster variables and reduce a set of variables into factors, which can be used as an explanatory construct (Field, 2013). Orthogonal rotation is used since the assumption is that the constructs are not correlated. Furthermore, the KMO Test is conducted in order to establish sampling adequacy. This statistic varies between 0 and 1 where a value close to 1 indicates that the pattern of correlations is compact and the analysis results in reliable factors. A cut off value of 0,5 is recommended. Furthermore, the linear component called the eigenvector is extracted. Based on Kaiser's criterion, factors with eigenvalues of at least 1 are extracted (Kaiser & Rice, 1974).

The next step involves conducting a logistic regression in order to test the conceptual framework. The model that is measured hypothesizes that millennial attitudes on green consumerism, health consciousness and influence from friends and social media have an influence on millennials WTP for a Green restaurant. Logistic regression is used to predict categorical outcomes from continuous predictor variables (Field, 2013). In this case, the predictor variables are the factor codes that represent the three attitudes. The dependent variable is the low and high WTP values that are transformed in two dummy variables (low WTP and high WTP). In this logistic regression several models are tested by adding predictor variables to see whether or not the model improves. The first step is to consider the -2 Log likelihood, also called the deviance, when no predictor variables except for the constant are included. This number serves as a baseline rate to which the other models can be compared. This model gives the best prediction when there is no information besides the values of the outcome so and thus will predict the outcome that occurs most often (Field, 2013). Afterwards, predictor variables are added step by step in order to see whether or not the model improves. This is measured through evaluation of the significance of the Wald statistic, which evaluates whether a variable is a significant predictor to the outcome (Field, 2013). Furthermore, the Cox & Snell R Square value is based on the deviance of the new model, the original model and the sample size and measures how much the model has improved. The Nagelkerke R Square has a similar function and measures the partial correlation between the predictor variables and the outcome. The higher the R value (with a maximum of 1), the better the fit of the model (Field, 2013).

The next step is to replicate this process with the other and somewhat similar dependent variable. Instead of measuring the premium millennials are willing to pay, this dependent variable captures the question whether or not millennials are willing to pay more for a Green restaurant regardless of the premium.

4.6 ETHICAL CONSIDERATIONS

In order to ensure content validity of the research, the information from the literature review on previous research related to the topic of Green restaurants is used to create the survey instrument. Also the original source and the belonging author is truthfully cited in the research. In addition, a pilot test is conducted in order to determine whether or not the questionnaire is correct and retrieves the right information from respondents. The questionnaire also adds a short section on the purpose of the study in order to inform participants. In addition, all the information given by participants is anonymous and confidential. Further, collaborative partners have the option to request the final results of the research. Finally, limitations of the research will be mentioned in a separate section.

5. RESULTS

5.1 INITIAL ANALYSIS

Almost all respondents have visited an environmental friendly restaurant (96%) and a sustainable food restaurant (94%), but fewer millennials (75% of the respondents) have visited both a restaurant that is environmental friendly and serves sustainable food.

Table 1: Green restaurant experience

	Percentage (%)
Environmental friendly restaurant	96
Sustainable food restaurant	94
Environmental friendly & Sustainable food restaurant	75

Source: Author's, 2017

Respondents show high attitudes towards Green consumerism (4.5 out of 6 score as a mean). Specifically, millennials care about protecting the environment (4.9). However, millennials perceive themselves as less environmental friendly when consuming (3.9). In addition, they are strongly in favour of the fact that companies should take responsibility for the well-being of the environment (5.3). So it appears that millennials feel some concern about environmental friendliness, however their deeds might not always coincide with their way of thinking (Table 2).

Millennials attitude towards health and well-being is a little lower compared to their attitude on Green consumerism (4.0 vs 4.5). This is mostly caused by the fact that respondents expressed they exercise less (3.5) compared to choosing carefully the food (4.4) and perceiving themselves as healthy consciousness (4.1) (Table 3).

The influence from friends & social media seems to have the lowest impact on millennials (with a mean score of 3.6) compared to their attitudes on Green consumerism (4.5) and health consciousness (4.0). This is mostly caused by the fact that millennials do not check social media channels for food pictures before they go to a restaurant (2.9) whereas they do value opinions from friends as a restaurant recommendation (4.4) (Table 4).

Table 5: Summary millennial attitudes

	Mean score on a 6 Point Likert scale
Average Green consumerism construct	**4.5**

Showing care about protecting the environment	4.9
Self perception on Green consumerism	3.9
Responsibility of companies to help protecting the environment	5.3
Average Health consciousness construct	**4.0**
Exercise at least three times per week	3.5
Choose food carefully in order to be healthy	4.4
Self perception on Health consciousness	4.1
Average influence from friends and social media construct	**3.6**
Checking food pictures before visiting a restaurant	2.9
Recommendations from friends as an important influence	4.4

Source: Author's, 2017

Millennials perceive 'Quality and taste' as the most important restaurant characteristic (5.6). The second, third and fourth scores include: 'A good balance between price and service level', 'Atmosphere in the restaurant' and 'Recommendation from close friends' (mean scores of 5.3, 5.2 and 5.1 respectively). Furthermore, the Std. deviation for these characteristics is relatively small (below 1), which implies that the respondents didn't diverse much in their opinions on these characteristics. Furthermore, the pro-environmental activities as a restaurant characteristic score relatively low compared to nutritional/healthy menu (3.8 vs. 4.4), which contradicts the results in the previous section on millennials attitudes. In addition, the score on reputation/popularity of the restaurant in the media is relatively low as well (3.9). However, this does coincide with the previous analysis on influence from friends and social media (Table 6).

Table 7: Summary Restaurant characteristics

	Mean score on a 6 Point Likert scale
Quality & Taste of the food	5.6
Balance between price & Service level	5.3
Recommendations from friends	5.1
Pro environmental activities in the restaurant	3.8
Reputation/popularity	3.9
Nutritious/healthy menu	4.4

Source: Author's, 2017

Millennials perceive 'Reduce waste and pollution' and 'Have a sustainable food menu' as the most important green practises (4.9 and 4.6 respectively). Furthermore, the mean score on 'Reduction of waste and pollution' is relatively high compared to 'Reduction of energy' and the 'Use of recycled products' (4.9 vs. 4.3 and 4.2). On itself, these practises have a similar purpose of being pro-environmental friendly activities, however millennials rate them separately (Table 8).

Table 9: Summary Green practises

	Mean score on a 6 Point Likert scale
Reduction waste & pollution	4.9
Sustainable food menu	4.6
Reduction energy	4.3
Use recycled products	4.2

Source: Author's, 2017

5.2 IN DEPTH ANALYSIS

Regarding WTP, the results show that a significant higher percentage of millennials (70.4% against 29.6%) are willing to pay more for a Green restaurant. However, women are much more likely to pay more for a Green restaurant (75.6% in favour against 24.4% not in favour) compared to men (57.5% in favour against 42.5% not in favour). Furthermore, the Chi-Square value and its significance indicate that we can reject the null hypothesis at a 5% significance level since 0.004 is less than a P value of 0.05 (Table 10).

Table 10: Relationship Gender and WTP

Crosstab

			DummyWTP		Total
			No	Yes	
DummieGENDER	Male	Count	31	42	73
		% within DummieGENDER	42,5%	57,5%	100,0%
	Female	Count	44	136	180
		% within DummieGENDER	24,4%	75,6%	100,0%
Total		Count	75	178	253
		% within DummieGENDER	29,6%	70,4%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	8,087[a]	1	,004		
Continuity Correction[b]	7,246	1	,007		
Likelihood Ratio	7,808	1	,005		
Fisher's Exact Test				,006	,004
Linear-by-Linear Association	8,055	1	,005		
N of Valid Cases	253				

Source: Author's, 2017

Regarding the amount of premium millennials are WTP, the majority of millennials (58.5% against 41.5%) are included in the higher WTP category. Furthermore, a slightly larger percentage of the male population are included in the higher WTP category compared to the low WTP category (54.8% against 45.2%). For the female population, a larger percentage of women are included in the higher WTP category compared to the low WTP category (60% against 40%). However, according to the Chi-Square value and its P value this relationship is not significant and we cannot reject the null hypothesis that women are more willing to pay a higher premium than men (Table 11).

Table 11: Relationship between gender and amount of premium WTP

Crosstab

			DummieHighvsLowWTP		Total
			Low	High	
DummieGENDER	Male	Count	33	40	73
		% within DummieGENDER	45,2%	54,8%	100,0%
	Female	Count	72	108	180
		% within DummieGENDER	40,0%	60,0%	100,0%
Total		Count	105	148	253
		% within DummieGENDER	41,5%	58,5%	100,0%

Source: Author's, 2017

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)

Pearson Chi-Square	,580[a]	1	,446		
Continuity Correction[b]	,385	1	,535		
Likelihood Ratio	,577	1	,447		
Fisher's Exact Test				,483	,267
Linear-by-Linear Association	,577	1	,447		
N of Valid Cases	253				

The results regarding the relationship between income and WTP regardless of the premium imply that the two variables are not dependent on a 5% significance level since 0,097 is greater than 0,05. However, we can reject the null hypothesis on a 10% significance level, which means that the two variables are not completely unrelated. There is a weak correlation between income and WTP (Table 12).

Table 12: Relationship between income and WTP.

Crosstab

			DummyWTP		Total
			No	Yes	
DummieINCOME	Less than 500	Count	20	50	70
		% within DummieINCOME	28,6%	71,4%	100,0%
	500-1000	Count	37	73	110
		% within DummieINCOME	33,6%	66,4%	100,0%
	1000-2000	Count	16	33	49
		% within DummieINCOME	32,7%	67,3%	100,0%
	2000 and higher	Count	2	22	24
		% within DummieINCOME	8,3%	91,7%	100,0%
Total		Count	75	178	253
		% within DummieINCOME	29,6%	70,4%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6,318[a]	3	,097
Likelihood Ratio	7,634	3	,054
Linear-by-Linear Association	1,442	1	,230
N of Valid Cases	253		

Source: Author's, 2017

Furthermore, when measuring the relationship between income and the level of premium millennials are WTP, there is again a non significant relationship. The results show that the null hypothesis cannot be rejected since the P value is 0,569 (Table 13). So the level of income does not determine the level of premium millennials are willing to pay.

Table 13: Relationship between income and amount of premium WTP.

Crosstab

			DummieHighvsLowWTP		Total
			Low	High	
DummieINCOME	Less than 500	Count	33	37	70
		% within DummieINCOME	47,1%	52,9%	100,0%
	500-1000	Count	46	64	110
		% within DummieINCOME	41,8%	58,2%	100,0%
	1000-2000	Count	17	32	49
		% within DummieINCOME	34,7%	65,3%	100,0%
	2000 and higher	Count	9	15	24
		% within DummieINCOME	37,5%	62,5%	100,0%
Total		Count	105	148	253
		% within DummieINCOME	41,5%	58,5%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2,016[a]	3	,569
Likelihood Ratio	2,026	3	,567
Linear-by-Linear Association	1,639	1	,200
N of Valid Cases	253		

Source: Author's, 2017

The results from the factor analysis show that there are indeed three constructs that are retrieved from the questionnaire. The KMO test statistic of 0,813 implies that the factor analysis in this study is reliable (Table 14).

Table 14: Factor analysis output KMO and Bartlett's Test

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,813
Bartlett's Test of Sphericity	Approx. Chi-Square	1255,061
	df	66
	Sig.	,000

Source: Author's, 2017

The constructs include attitude on Green consumerism, health consciousness and influence from friends and social media as they have an eigenvalue greater than 1 (Table 15). From the rotation matrix it is clear that the first five questions regarding green consumerism load high on the first component. The questions addressing influence from friends and social media load high on the second component and the questions regarding health consciousness load high on the third component (Table 16).

Table 15: Factor analysis output

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,443	37,029	37,029	4,443	37,029	37,029	3,151	26,259	26,259
2	1,893	15,777	52,806	1,893	15,777	52,806	2,383	19,856	46,115
3	1,413	11,778	64,584	1,413	11,778	64,584	2,216	18,470	64,584
4	,829	6,909	71,493						
5	,695	5,793	77,287						
6	,634	5,282	82,568						
7	,495	4,122	86,690						
8	,410	3,420	90,110						
9	,378	3,150	93,260						
10	,337	2,810	96,070						
11	,247	2,061	98,131						
12	,224	1,869	100,000						

Extraction Method: Principal Component Analysis.

Source: Author's, 2017

Table 16: Rotated Component Matrix

Rotated Component Matrix[a]

	Component		
	1	2	3
I always prefer an environmental friendly version of a product.	,613	,360	,106
I participate in pro-environmental friendly practices.	,735	,052	,137
I care about protecting the environment.	,883	,125	,058
I consider myself to be an environmental friendly consumer.	,800	,060	,180
In my opinion companies should take measures to protect the environment.	,762	,208	-,010
I choose food carefully in order to be healthy.	,288	,229	,755
I exercise on average 3 times a week or more.	-,026	,079	,794
I consider myself to be a health conscious person.	,172	,167	,888
I check social media channels for food pictures.	-,047	,647	,331
People whose opinions I value would prefer that I select an eco-friendly restaurant	,192	,607	,193
The more I encounter a Green restaurant on social media the more likely I am to visit that restaurant.	,166	,840	,117
The more often my friends tell me to visit a particular Green restaurant, the more likely I am to go.	,235	,780	-,043

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 5 iterations.
Source: Author's, 2017

The results from the logistic regression show that the model improves when adding 'Green consumerism' as a predictor variable (Table 17). The so called Wald statistic and its significance are the values that should be taken into consideration (20,297 with a P value of 0,000). Furthermore, the Exp(B) value is the odds ratio and measures how large the change in odds is resulting from a one unit change in the predictor variable (Field, 2013). The value of 1,900 is greater than 1 and therefore indicates that when the predictor increases, the odds of the outcome occurring increases as well. Furthermore, the Cox & Snell R Square value is based on the deviance of the new model, the original model and the sample size and measures how much the model has improved. A maximum of 1 is the ultimate situation, however this almost never occurs (Field, 2013). The value of 0,086 implies that the model improved slightly when adding the predictor variable of Green consumerism. In addition, Nagelkerke R Square has the same function (0,116).

Table 17: Predictor variable 'Green consumerism' added to the model.

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	22,786	1	,000
	Block	22,786	1	,000
	Model	22,786	1	,000

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	320,602[a]	,086	,116

a. Estimation terminated at iteration number 4 because parameter estimates changed by less than ,001.

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	FAC1_1	,642	,143	20,297	1	,000	1,900
	Constant	,366	,134	7,463	1	,006	1,441

a. Variable(s) entered on step 1: FAC1_1.

Source: Author's, 2017

The results when adding the second predictor variable 'Influence from friends and social media' imply again a significant improvement of the model with a significant Wald statistic of 0,000 (Table 18). Furthermore, the R statistics increased in both cases implicating a better fit of the model (from 0,086 to 0,160 and from 0,116 to 0,215).

Table 18: Predictor variable 'Influence from friends and social media' added to the model.

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	21,236	1	,000
	Block	21,236	1	,000
	Model	44,022	2	,000

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	299,366[a]	,160	,215

a. Estimation terminated at iteration number 4 because parameter estimates changed by less than ,001.

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	FAC1_1	,716	,153	21,738	1	,000	2,046
	FAC2_1	,652	,150	18,868	1	,000	1,919
	Constant	,390	,140	7,737	1	,005	1,476

a. Variable(s) entered on step 1: FAC1_1, FAC2_1.

Source: Author's, 2017

The last step involves adding the predictor variable 'Health consciousness', however this variable does not prove to be a significant contributor to the model (Table 19). The Wald statistic is not significant (0,324) and the R statistics barely improve (from 0,160 to 0,163 and from 0,215 to 0,219).

Table 19: Predictor variable 'Health consciousness' added to the model.

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	,973	1	,324
	Block	,973	1	,324
	Model	44,995	3	,000

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	298,394[a]	,163	,219

a. Estimation terminated at iteration number 4 because parameter estimates changed by less than ,001.

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	FAC1_1	,719	,154	21,947	1	,000	2,053
	FAC2_1	,654	,150	19,092	1	,000	1,923
	FAC3_1	,138	,140	,972	1	,324	1,148
	Constant	,394	,141	7,868	1	,005	1,483

a. Variable(s) entered on step 1: FAC1_1, FAC2_1, FAC3_1.

Source: Author's, 2017

The results with the other dependent variable that captures the question whether or not millennials are willing to pay more for a Green restaurant regardless of the premium have a similar outcome to the previous logistic regression. The only difference is that adding the predictor variable 'Green consumerism' results in a bit less of a significant contribution to the model (Wald statistic of 0,001 against 0,000) and adding the third predictor variable 'Health consciousness' has a larger contribution to the model (P value of 0,180 instead of 0,324). However, this contribution is still not significant (Table 20).

Table 20: Millennials attitude & WTP regardless of the premium

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	FAC1_1	,530	,156	11,583	1	,001	1,699
	FAC2_1	,834	,164	25,978	1	,000	2,303
	FAC3_1	,202	,151	1,796	1	,180	1,224

Source: Author's, 2017

6. DISCUSSION

This research explores the perception of the millennial generation on Green restaurants and specifically what motivates their willingness to pay a premium. The findings of both this study and previous studies imply that millennials care about environmental issues. The Cone Millennial Cause study (2006) found that 61% of the millennials feel they share the responsibility to make a difference in the world and 78% of respondents believe that companies should take responsibility as well. In this study, the construct compromising the attitude on Green consumerism has the highest average mean compared to the construct health consciousness and the construct influence from friends and social media. Moreover, the results from this study imply that millennials care about protecting the environment. In addition, 70% of the millennials showed willingness to pay more for a Green

restaurant, which also indicates a pro environmental attitude. Despite these results 'Pro-environmental activities' as a restaurant characteristic score relatively low to other restaurant characteristics. This result corresponds to results found in previous research (EunHa Jeong et al., 2014) Thus on itself, environmental practises are considered important to millennials, however relative to other factors such as 'Quality and taste' of the food and 'Atmosphere' in the restaurant this feature becomes less important.

Furthermore, this study reveals that millennials not necessarily perceive themselves as Green consumers. So they appear to care, but this does not translate into a high self perception on Green consumerism. This is consisted with findings from another study where the compassion appears to exist, but the practical action is limited (Hume, 2010). However, the Green market is complex and businesses have to be capable of convincing the younger generation on the advantageous of Green purchases. Furthermore, the younger generation has more information available than any other generation so many factors influence their purchase decisions (Kanchanapibul et al., 2014). In addition, they appear to be more sceptical with regards to the information they receive (Ottman, Stafford, & Hartman, 2006). Therefore businesses need to be convincing in their marketing message and keep evolving in order to meet growing expectations from the millennial generation. Green restaurant managers have to prove millennials that they are providing environmental benefits with their business.

With regards to gender differences within the millennial population, this study has found a significant difference between the male and female population and WTP. A higher percentage of women indicate that they are willing to pay more for a Green restaurant compared to men. Other studies found inconclusive results with regards to gender and environmental friendly activities (Davidson & Freudenburg, 1996; Diamantopoulos et al., 2003; Namkung & Jang, 2014). The ecofeminist scholars argue that since women are able to reproduce they are closer linked to nature and therefore responsible for its care and conservation. However, it is dangerous for marketers to solely focus on women since attitudes, desires and preferences of both men and women are important to consider. In addition, generations keep evolving and the standard gender role division between men and women dissolves (Meinzen-Dick et al., 2014). Therefore, managers from Green restaurants should try to make it more attractive for men to visit Green restaurants by investigating more into the male market desires and preferences.

Furthermore, previous studies indicated a positive relationship between education and income levels and environmental concern (Zimmer, Stafford, & Stafford, 1994). Higher levels of education usually results in higher income levels and therefore consumers are able to bear the additional costs. In addition, consumers with more knowledge on Green issues are likely to have a more favourable attitude (Roberts, 1996). Nevertheless, the results from this study indicate only a weak significant relationship between disposable monthly income and WTP. The relationship is insignificant on the 5%

level, but is perceived significant on the 10% level. Therefore, there is a 10% risk of concluding that a relationship between income and WTP exists when this is not the case. An important factor is the difference between money and value. A study investigating the relationship between income and purchasing second hand articles show that millennials with higher income levels did not reject used products as long as the perceived value is high (Hanks et al., 2008). Therefore, millennials might perceive the value of a Green restaurant experience so high that the disposable income factor becomes less of a determining factor in the decision making process.

Furthermore, the conceptual framework that is based on the Ajzen's Theory of Reasoned Action is examined. This model proposes that attitudes and subjective norm influences behavioural intentions and behaviour (Madden et al., 1992). This study measures the influence of Green consumerism and health consciousness (attitudes) and influence from friends and social media (subjective norm) on behaviour with respect to Green restaurants WTP. Namkung & Jang (2014) found that their core Green group (high WTP) was younger and scored higher on self perception of health consciousness and Green consumerism compared to the less Green group. This study also found a significant contribution of Green consumerism to WTP, however health consciousness did not appear to be a significant contributor to WTP among the millennial generation. This means that people who are conscious about their health do not perceive a Green restaurant valuable enough that they are willing to pay a high premium compared to people who are Green minded. One explanation for this difference could be that millennials do not necessarily perceive Green restaurants as healthy food restaurants. Nowadays, millennials make more informed decisions and have greater access to information. Therefore, their knowledge on 'Green' and 'Healthy' products and services might be sufficient enough to know that they encompass a different meaning and purpose, because it is indeed the case that organic or biological products are not always more nutritious ("Briefing Organic food: Helping EU consumers make an informed choice," 2015).

Subjective norm measured by the influence from friends and social media is a significant contributor to WTP according to this study. The social dimension of purchase behaviour is often an important motive for consumer purchase decisions. Symbolism and status are one of the key benefits associated with Green products (Ottman et al., 2006). Furthermore, Greener food is one of the top consumer trends of 2016 and since the millennial generation is the first to become aware of such trends it is likely that they are influenced (Kasriel-Alexander, 2016). More specifically, recommendations from friends are considered important to millennials both in this study and according to previous research (Jang et al., 2011). This implicates that word of mouth advertisement could be a very valuable tool for Green restaurant managers.

Regarding Green practises, previous research indicated that consumers perceive both food and environmentally focused GP as important to a restaurant green brand image (Namkung & Jang, 2014).

This study found that having ‘A sustainable food menu’ and ‘Reduction in waste and pollution’ are considered the most important GP compared to ‘Reduction in energy’ and ‘Recycling of products’. The study of Jeong (2014) showed that the most important GP were the ones that are visible to customers such as using recyclable products and serving sustainable food. This study therefore partly contradicts previous research. Research has indicated that emotional words often provoke a stronger reaction and are more memorable compared to neutral words (Kensinger and Corkin, 2003). Therefore, one explanation for having a stronger reaction towards ‘Reduction in waste and pollution’ compared to the other environmental focused GP could be the negative connotation of the words ‘waste’ and ‘pollution’, which could have provoked a stronger reaction among the sample population. Furthermore, ‘A sustainable food menu’ is rated high among GP and high among restaurant characteristics. So despite the fact that health consciousness is not a significant contributor to WTP, millennials do perceive the food related GP as an important feature of Green restaurants. Again, the distinction should be made between ‘sustainable food’ and ‘healthy food’. Millennials appear to perceive these features separately.

7. CONCLUSION

The aim of this research is to enhance the understanding of how millennials perceive Green restaurants in order for Green restaurant managers to market their communication strategies the right way. Specifically, what kind of Green products and services millennials value most. This study found that the highest rated GP is ‘Reduction of waste and pollution’ followed closely by ‘Having a sustainable food menu’. However, relative to other restaurant characteristics such as ‘Quality and taste of the food’, ‘Good balance between price and service level’, ‘Atmosphere in the restaurant’ and ‘Recommendations from friends’ these GP are considered less important. Therefore, Green restaurant managers should not solely focus on promoting their Green activities, but they have to make sure that all the entire package of the restaurant is attractive. Specifically, focus on the taste of the food, reasonable prices and the atmosphere, which will in turn result in positive worth of mouth advertisement. This appears a key advertisement strategy since millennials highly value recommendations from friends.

Concerning WTP, millennials have a favourable attitude towards Green restaurants since 70% of the sample population indicated a willingness to pay a premium. Furthermore, a slightly higher percentage of millennials are willing to pay a high premium of 4% and above. Specifically, the female population is significantly more willing to pay a premium and also pay a higher premium compared to the male population. They have a more favourable attitude towards Green restaurants and WTP. This is

something Green restaurant managers have to take into account when determining their core market. Income did not have a significant influence on WTP, which indicates that the value of a Green restaurant is not directly correlated with the disposable income of millennials. The value of being an environmental friendly restaurant goes beyond monetary terms and profits. Doing something good in return for the environment appears to justify for the premium millennials might have to pay for a visit at a Green restaurant.

In addition to WTP, the objective of this study is to see how millennials attitude towards Green consumerism, health consciousness and influence from friends and social media may or may not have an influence on WTP for a Green restaurant. The attitudes of this study sample population was highest for Green consumerism, health consciousness and influence from friends and social media respectively. However, only Green consumerism and influence from friends and social media have an influence on millennials WTP for Green restaurants. The attitude towards health consciousness is the second highest rated construct after Green consumerism, however this attitude does not lead to a greater WTP. It therefore appears that millennials not necessarily perceive Green restaurants as healthy restaurants. Due to the large amount of information available today and the growing interest on health and nutrition millennials are able to separate healthy food and sustainable food. Nevertheless, millennials do indicate an interest in health since 'Having a healthy/nutritional' menu is a higher rated restaurant characteristic compared to 'Environmental activities in a restaurant'. Therefore, Green restaurant managers should clearly communicate whether or not their food menu is solely sustainable or also nutritious depending on their target market. To conclude the results from this research indicate that millennials with a high attitude on Green consumerism appear most attractive for Green restaurants in terms of WTP. Furthermore, the higher the influence from friends and social media the more willing millennials are to pay a premium.

8. RECOMMENDATIONS

The most important thing for Green restaurant managers to consider in their marketing strategy is to clearly communicate the value proposition of their restaurant with a specific focus on consumer needs rather being product focused. According to Villarino & Font (2015) many businesses suffer from marketing myopia, which is the over emphasize on product value instead of customer value. In addition, claims on Green products and services often result in cynicism among customers due to green washing. This is a strategy to disclose positive sustainability information in order to hide negative information about the performance of a company (Lyon and Maxwell, 2011). In order to reduce green

washing, there should be a balance between cognitive (rational) and affective information. Often, the focus is too much on the rational side whereas an appeal to the emotion of the consumer could be much more effective. Customers want to be at the centre of the experience; 'what is in it for the customer' is the question Green restaurant managers should be occupied with. Moreover, it is also very important to make marketing messages fun and entertaining (Villarino & Font, 2015). However, this is a hard task to accomplish since it differs a lot from the traditional marketing perspective. One example of making product information more attractive is by including a little story to their menu about the origin of its products and the (sustainable) way in which the dishes are produced. In addition, Green restaurants could show their concern for the environment by organizing or participating in pro-environmental activities. They could create a 'Green community on social media. For example, a vegan restaurant that starts a vegan community on Facebook where they share tips, recipes or anything that would be interesting for this target market. These are examples of how a restaurant could position itself as being truly 'Green' and reach out to customers in order to increase awareness together. This will most likely result in free word of mouth advertisement, which is a great advertisement tool since the millennial generation places high value on recommendations from friends. Nevertheless, restaurant managers should not forget about the other restaurant characteristics that are considered even more important to millennials such as taste and quality of the food and the atmosphere in the restaurant. Managers have to make sure that the entire package of the restaurant is attractive and that the actual experience of the restaurant coincides with its promises.

9. LIMITATIONS AND FURTHER RESEARCH

One of the limitations of this study may be the use of the Theory of Reasoned Action (TRA) instead of the Theory of Planned Behaviour (TPB). The TRA links attitudes, subjective norms, behavioural intentions and behaviour in one construct. The difference between the constructs is that TPB includes 'perceived behavioural control' as an extra variable that could influence behaviour (Madden et al., 1992). Some studies indicate an insignificant relationship between the perceived behavioural control and behavioural intentions (Y. J. Kim et al., 2013), other studies do show that perceived behavioural control influences behavioural intentions of consumers to select a Green restaurant (Ching-Yu Lien, 2012). Therefore, using the TRA instead of the more developed construct of the TPB to predict consumer behaviour might be a limitation to this study. However since the selection of a Green restaurant is assumed to be a behaviour that is under a person volitional control, the TRA is used instead of the TPB.

Another limitation is that this study is subject to the social desirability bias. The social desirability bias involves a person's tendency to present him or herself in a more generally accepted manner compared

to universal social norms and values (King & Bruner, 2000). In other words, respondents of this study might consciously or unconsciously indicate that they are more health conscious or environmentally caring than they actually are. Conditions that tend to increase this bias are research methodologies that involve measures on self-perception, highly sensitive questions and where the respondent's is not anonymous (King & Bruner, 2000). The main reason why this study takes this bias into account as a limitation is because it includes self report measures on environmental friendliness and health consciousness, which are constructs that are sensitive and universally desired.

Furthermore, the sampling technique used in this study is also considered a limitation. The data is obtained through convenience sampling. However, this limitation is somewhat justified by the fact that this study is of exploratory nature and the purpose is not to obtain an exact answer to the research question, but more importantly to gain insight in millennials attitude and behaviours towards Green restaurants.

Another limitation of the research is that a large portion of the respondents are young millennials between the age of 18 and 23. Therefore the sample population does not represent properly the entire millennial generation. This implies that the sample population most likely consists of students or millennials who just finished their students and are looking for a job or just started a job. Therefore, they may have less disposable income and other interests compared to the average 'millennial'.

In addition, the sample population consists relatively more of women than men. This creates a bias in the results since women often have a different view on matters than men. However, the fact that mostly women were willing to fill out the survey might also implicate that they are therefore more interested in the subject. They self selected themselves to be a participant in the survey and based on speculation this might be because they are in general more interest in the subject of Green restaurants, healthy food and pro-environmental friendly activities.

Therefore, further research and studies are necessary in order to examine the exact difference between men and women preferences and desires regarding pro-environmental activities. Another area that would be interesting to research is the exact difference between influence from friends and influence from social media. Nowadays social media such as Facebook and Instagram pages is a popular 'free' advertisement tool used by a lot of restaurants. This research just touched a bit on the subject and therefore generalizations cannot be made, but it seems that millennials are less interested in social media compared to for example recommendations from friends. Furthermore, this research implies that millennials perceive sustainable food not necessarily to be healthy food. However, further research on this topic should be done in order to generalize this result. Moreover, it could be interesting to investigate the level of scepticism among the millennial generation regarding environmental activities and Green restaurants. This would provide an indication to Green restaurant

managers on how to better position their marketing message in a way that millennials trust what they promise.

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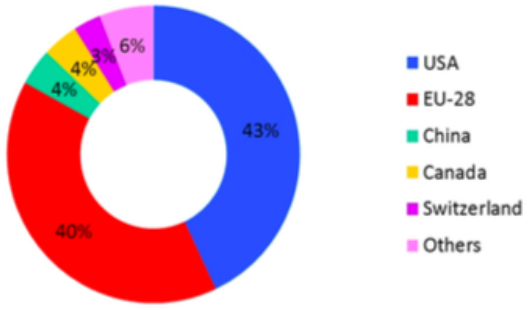
11. APPENDICES

Appendix 1: Global distribution of the organic agricultural market.

Figure 3 – Distribution of global retail sales, value by market, 2015

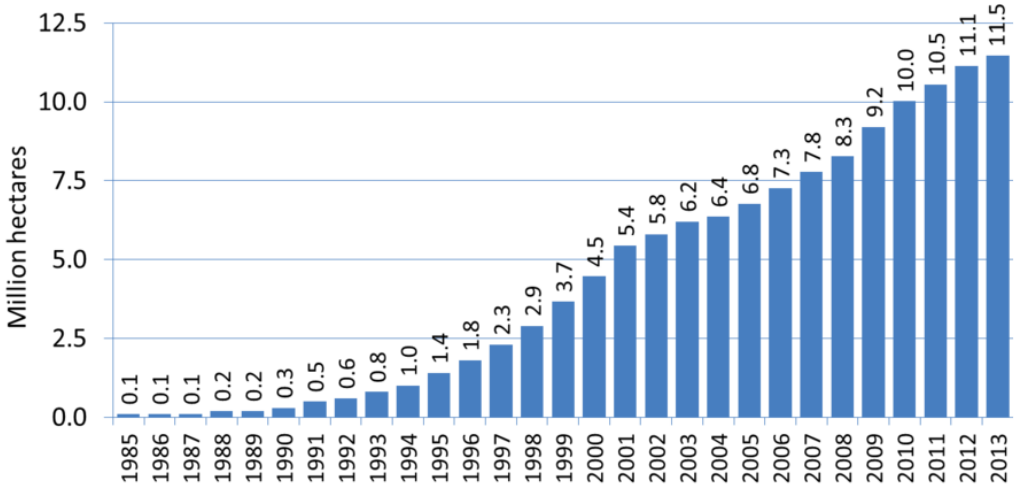


Data source: FIBL-IFOAM, The world of organic agriculture, 2015.

Appendix 2: European market for organic agriculture.

Europe: Development of organic agricultural land 1985-2013

Source: Lampkin, Nic and FiBL-AMI-OrganicDataNetwork Surveys, based on national data sources and Eurostat



Appendix 3: Relationship between socio-demographic variables and environmental consciousness from literature.

Table 1
Literature summary of relationships between socio-demographics and environmental consciousness

Authors	Year	Location	Sample		Environmental measures		
			Size	Type	Knowledge	Attitudes	Behavior
Gender							
Chandler (1972)	N/A	US (nationwide)	900	Public	− ve	ns	
Tognacci et al. (1972)	N/A	Boulder, CO, USA	141	Public		+ ve	
Ray (1975)	1974	Sydney, Australia	100	Public		+ ve	
Webster (1975)	N/A	Town in MA, USA	231	Public		ns	+ ve (SR)
Brooker (1976)	N/A	Chicago, IL, USA	102	Public			ns
Arbuthnot (1977)	1974	Town in Ohio, USA	145	R&CM			ns
Lowe et al. (1980)	1973–1978	US (nationwide)	1500	Public		+ ve	
Honnold (1981)	1973–1978	US (nationwide)	N/A	Public		+ ve	
Van Liere and Dunlap (1981)	1976	Washington State, USA	806	Public		+ ve	+ ve (SR)
McStay and Dunlap (1983)	1976	Washington State, USA	806	Public		+ ve	ns (SR)
McStay and Dunlap (1983)	1976	Washington State, USA	407	Gn Org		+ ve	+ ve (SR)
Neuman (1986)	1981	Three cities in California, USA	376	Public			ns
Arcury et al. (1987)	1984	Kentucky, USA	516	Public	− ve	ns	ns
Sturges (1988)	1988	UK (nationwide)	N/A	Public	+ ve	+ ve	
Zeidner and Shechter (1998)	1986	Haifa, Israel	923	Public		ns	ns
Schahn and Holzer (1990)	1987	Heidelberg, Germany	105	Gn Org	− ve	+ ve	+ ve (SR)
Schahn and Holzer (1990)	1987	Heidelberg, Germany	167	Public	− ve	+ ve	+ ve (SR)
Vining and Ebreo (1990)	1986	Two towns in Illinois, USA	197	Public			ns
Young (1991)	1990	UK (nationwide)	1345	Public		+ ve	+ ve (SR)
Baldasssare and Katz (1992)	1990	Orange County, CA, USA	641	Public			+ ve (SR)
Stern et al. (1993)	1990	New York State, USA	349	Students		+ ve	+ ve(IC)
Scott and Willits (1994)	1990	Pennsylvania, USA	3632	Public		ns	** (SR)
Grunert and Kristensen (1992)	1991	Denmark (nationwide)	1476	Public	− ve	ns	+ ve (SR)
Witherspoon and Martin (1992)	1991	UK (nationwide)	1422	Public		+ ve	+ ve (SR)
Pickett et al. (1993)	1992	University town, USA	460	Students			ns
Lyons and Breakwell (1994)	1993	Six regions in UK	1089	Children	− ve	ns	
Shrum et al. (1995)	1993	US (nationwide)	3690	Public		+ ve	
Meffert and Bruhn (1996)	1994	Germany (nationwide)	1544	Public	− ve	− ve	− ve (SR)
Altenburg et al. (1996)	1994	Amsterdam (Netherlands)	400	Public			ns
Altenburg et al. (1996)	1994	Leipzig (Germany)	400	Public			+ ve (SR)
Widegren (1998)	1994	Sweden (nationwide)	1018	Public			ns
Marital status							
Brooker (1976)	N/A	Chicago, IL, USA	102	Public			ns
Honnold (1981)	1973–1978	US (nationwide)	N/A	Public		ns	
Neuman (1986)	1981	Three cities in California, USA	376	Public		ns	+ ve (SR)
Research 2000 (1990)	1990	UK (nationwide)	950	Public		+ ve	+ ve (SR)
Age							
Harry et al. (1969)	1966	Oregon/Washington, USA	1074	Rec Org			+ ve (A)
Tognacci et al. (1972)	N/A	Boulder, CO, USA	141	Public		− ve	
Ray (1975)	1974	Sydney, Australia	100	Public		ns	
Webster (1975)	N/A	Town in Massachusetts, USA	231	Public		ns	ns
Brooker (1976)	N/A	Chicago, IL, USA	102	Public			ns
Arbuthnot (1977)	1974	Town in Ohio, USA	145	R&CM			− ve (A)
Weigel (1977)	N/A	Town in Massachusetts, USA	44	Public			ns
Buttel (1979), Buttel and Flinn (1978)	1974	Wisconsin, USA	548	Public		− ve	
Dunlap and Van Liere (1978)	1976	Washington State, USA	806	Public		− ve	
Lowe et al. (1980)	1973–1978	US (nationwide)	1500	Public		− ve	
Van Liere and Dunlap (1980)	1976	Washington State, USA	806	Public		− ve	+ ve (SR)
Honnold (1981)	1973–1978	US (nationwide)	N/A	Public		− ve	
Jackson (1983)	1969	US (nationwide)	1248	Public			− ve (IC)
Mohai (1985)	1979	US (nationwide)	7010	Public			ns
Neuman (1986)	1981	Three cities in California	376	Public			ns
Arcury et al. (1987)	1984	Kentucky, USA	516	Public	− ve	ns	ns
Mohai and Twight (1987)	1979	US (nationwide)	7000	Public		− ve	ns
Ostman and Parker (1987)	1984	Town in New York, USA	336	Public	ns	ns	ns
Zeidner and Shechter (1988)	1986	Haifa, Israel	923	Public		− ve	− ve (IC)
Samdahl and Robertson (1989)	1978	Illinois, USA	2131	Public		+ ve	+ ve (SR)
Corrado and Ross (1990)	1990	UK (nationwide)	N/A	Public			− ve (SR)
Schahn and Holzer (1990)	1987	Heidelberg, Germany	105	Gn Org			+ ve (SR)

(continued on next page)

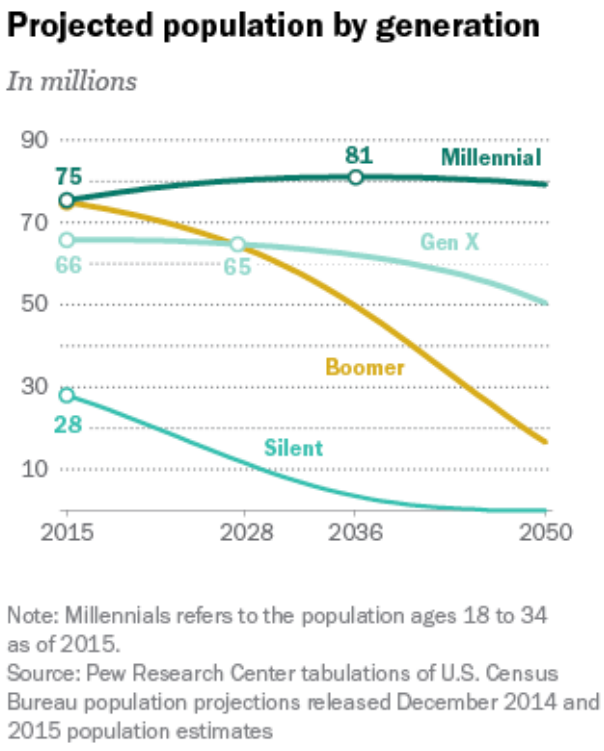
Source: (Diamantopoulos et al., 2003)

Appendix 4: NMI's sustainability segmentation.

LOHAS segmentation (Lifestyles of Health and Sustainability) 2010

LOHAS	16%	Leadership in their attitudes toward the environment, society and socially responsible business
Naturalities	24%	Belief systems are manifested in the ethical consumption of consumables, but they are not highly driven to durables.
Drifters	23%	Younger segment, have not yet fully formed their optimal values structure and ethical consumption standards
Conventionals	23%	Predisposition to various "practical" LOHAS products and activities
Unconcerned	14%	Distracted by other life activities and make for an extremely challenging target

Appendix 5: Projection of population generations.

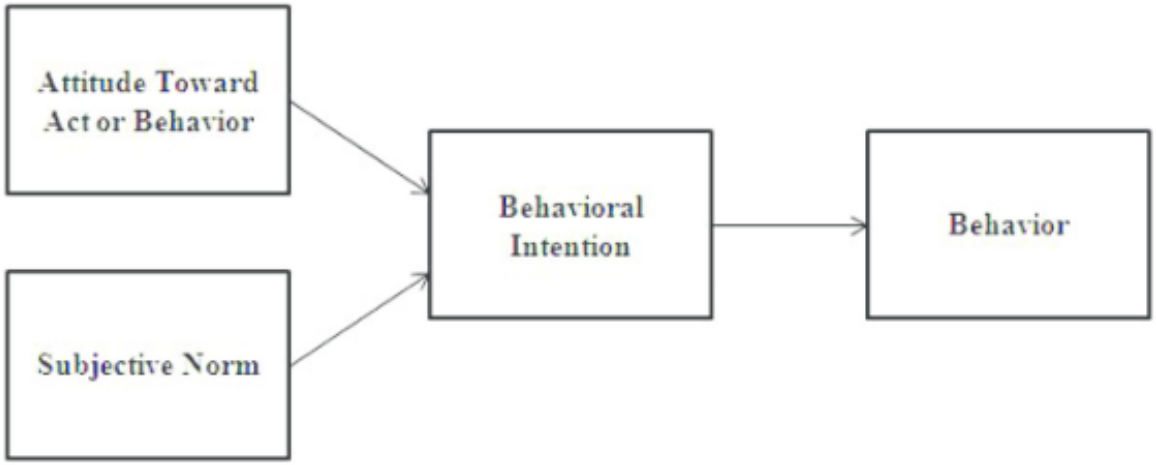


Appendix 6: The main distinctions between Baby Boomers, Generation X and Millennials.

	Baby Boomers (1946-1965)	Gen Xers (1966-1978)	Millennials (1979-2001)
Characteristics	*The "me" generation* ▪ Narcissistic ▪ Intellectual renaissance ▪ Judgmental Baby Boomers came of age post World War II, at the height of an intellectual reawakening in America. As youths, Boomers rebelled against the Establishment and the over idealized, team-oriented generations that came before them.	*Disillusioned cynics* ▪ Cautious & skeptical ▪ Searching for self ▪ Alienated & confrontational ▪ Alternative As a group, Gen Xers are a product of a strongly individualistic society. Thought of as a generation of slackers with little drive and no direction, Gen Xers are anti rules and anti groups. They rely on self over others.	*Optimistic and confident achievers* ▪ Disciplined and accepting of authority ▪ Well-educated and competitive ▪ Upbeat and open-minded ▪ Entitled Reared in a youth-centric culture, Millennials are self-assured and civic-minded. With sophisticated social awareness, Millennials believe community extends beyond their own backyard and feel empowered and compelled to make the world a better place.
Defining Experiences	▪ Summer of Love ▪ Civil Rights ▪ Vietnam War ▪ Sexual Revolution Social change and political push-back marks the Baby Boomer era. Boomers fought against race and gender inequality, participated in anti war protests, and supported sexual freedom, all within the refuge of an affluent America. This highly politicized generation was intent on challenging the status quo.	▪ AIDS ▪ Recession ▪ Soaring divorce rates Gen Xers were faced with a social climate in the midst of advancements in medicine and technology, the War on Drugs, an unknown and deadly disease, times of recession, and the splintering of the American family. Collectively, Gen Xers were not considered capable of rallying together to improve the state of the world.	▪ Digital age ▪ Terrorism and natural disasters ▪ A global economy Millennials have grown up in an environment where technology provides a platform for customization and immediate gratification in all aspects of life. News and information travel freely across continents, with recent acts of terrorism and natural disasters touching more than the people directly involved. As a result, Millennials have been instilled with a far-reaching, global social conscience.
The State of the Family	▪ Pampered children of stay-at-home moms ▪ Defined gender roles ▪ Affluent, stable families As children, Boomers were indulged by their parents and grew up in households with clear and separate gender roles destined to be torn down and redefined. As parents, Boomers' primary focus is on "self" (i.e. self-improvement), which inherently positions the needs of the family unit in second place.	▪ Children of divorce ▪ Latchkey kids ▪ Loose adult supervision ▪ Family as a source of conflict Gen Xers experienced their childhood in an adult-centric society where parents practiced "hands off" parenting and were not always around. Gen Xer parents tended to concentrate on their own happiness rather than focus on their Gen X child's successes and/or disappointments.	▪ Highly-involved parents ▪ Strong family bonds ▪ Nurtured at home ▪ Family as a source of support Millennials came of age in a child-centric society. Both the increase in fertility treatments and rise of youth advocacy in politics has helped establish that Millennial children are valued and protected. The generation gap has all but disappeared, as parents and children understand one another and have more in common than ever before.
Personal Measures of Success	▪ Long-term employment ▪ Job titles and promotions ▪ Self-actualization	▪ Flexible work times ▪ Jobs on their terms ▪ Healthy and stable relationships	▪ Personal fulfillment at work ▪ Active lives outside of work ▪ Healthy and strong community

Source: ("The Millennial Generation: Pro-Social and Empowered to Change the World," 2006)

Appendix 7: The Theory of Reasoned Action (TRA).



Source: Fishbein and Ajzen (1975)

Appendix 8: Questionnaire

The perception of the millennial generation on Green restaurants.

Thank you for agreeing to spend 3-4 minutes answering questions on Green restaurant visit intentions. Your personal data will be kept strictly confidential; you will remain anonymous.

This research is being conducted as part of a dissertation project for a student of HTSI School of Tourism and Hospitality Management. The purpose of the research is to understand how millennials perceive Green restaurants and what mainly influences this perception. You have been chosen to participate as you are part of the millennial generation (people born between 1980 & 2000).

The information you give in the questionnaire will be used in the dissertation project and later research publications. After you have submitted the questionnaire, if you have any problems with the information you have provided, you may contact the researcher who will delete your information and it will not be used in the research. This is only possible up until 01-03-2017.

If you have any questions or queries, please do not hesitate to contact:

Researcher Details: Naomi Molenkamp (naomi_2905@live.nl)
Supervisor details: Mireia Guix Navarrete (mireia.guix@htsi.url.edu)

Have you ever visited a restaurant that has environmental friendly activities (an example includes MacDonalds)?

- Yes
- No

Have you ever visited a restaurant that offers sustainable food (vegetarian/vegan/ecological/local foods?)

- Yes
- No

Have you ever visited a restaurant that is both environmental friendly and offers sustainable food?

- Yes
- No

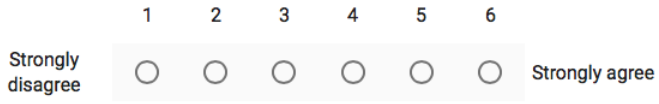
**In this study a Green restaurant is a restaurant that is either environmental friendly, offers sustainable food or applies both in its business model.*

Are you willing to pay more for a Green restaurant*?

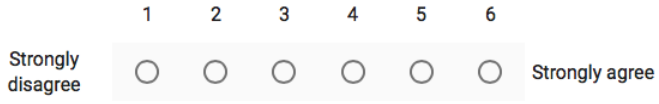
- Yes
- No

<u>Indicate how much you agree on each statement:</u>

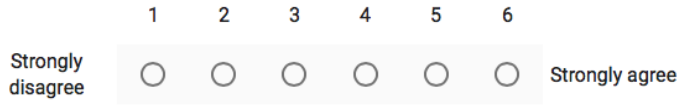
I always prefer an environmental friendly version of a product instead of the non-Green version, if this is an option.



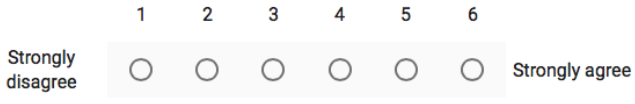
I participate in pro-environmental friendly practises (for example energy and water conservation at home).



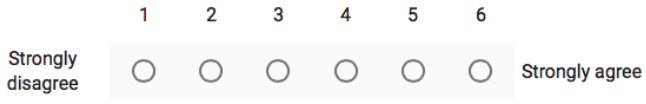
I care about protecting the environment.



I consider myself to be an environmental friendly consumer.



In my opinion, companies should take measures to protect the environment.



I choose food carefully in order to be healthy.

	1	2	3	4	5	6	
Strongly disagree	○	○	○	○	○	○	Strongly agree

I exercise on average 3 times a week or more.

	1	2	3	4	5	6	
Strongly disagree	○	○	○	○	○	○	Strongly agree

I consider myself to be a health conscious person (someone who is committed to living a healthy lifestyle).

	1	2	3	4	5	6	
Strongly disagree	○	○	○	○	○	○	Strongly agree

I check social media channels for food pictures of Green restaurants before I decide to go to the restaurant.

	1	2	3	4	5	6	
Strongly disagree	○	○	○	○	○	○	Strongly agree

People whose opinions I value would prefer that I select an eco-friendly restaurant for a meal.

	1	2	3	4	5	6	
Strongly disagree	○	○	○	○	○	○	Strongly agree

The more I encounter a Green restaurant on social media, the more likely I am to visit a Green restaurant.

	1	2	3	4	5	6	
Strongly disagree	○	○	○	○	○	○	Strongly agree

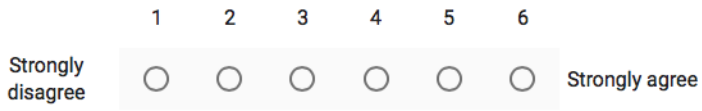
The more often my friends tell me to visit a particular Green restaurant, the more likely I am to go to that restaurant.

	1	2	3	4	5	6	
Strongly disagree	○	○	○	○	○	○	Strongly agree

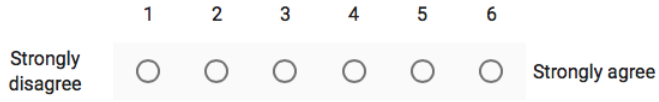
I would prefer to select a Green restaurant instead of a non-Green restaurant when the quality of the food and the price are the same.

	1	2	3	4	5	6	
Strongly disagree	○	○	○	○	○	○	Strongly agree

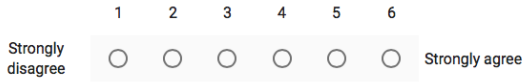
I would prefer to select a Green restaurant instead of a non-Green restaurant when the quality of the food and the price are the same, but I pay a higher price of 5%.



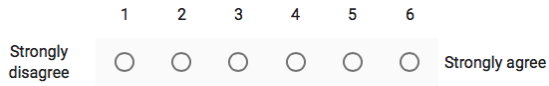
I will recommend others to visit Green restaurants rather than a non-Green restaurant, given the same quality and service of the food.



I will recommend others to visit a Green restaurant rather than a non- Green restaurant, given the same quality of the food, but the price is 5% higher for a meal.

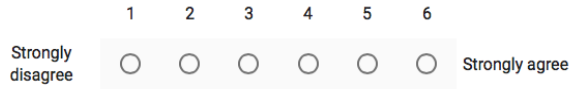


I am willing to make an effort in terms of time and travel distance to select a Green restaurant instead of a non-Green restaurant.

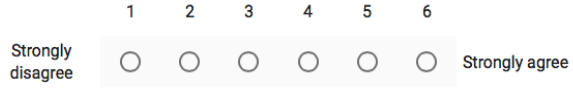


<u>Rate each of the following restaurant characteristics, based on your personal opinion on its importance when you select a restaurant of choice.</u>

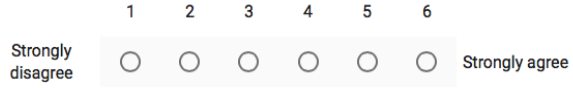
Quality and taste of the food



Pro-environmental activities of the restaurant



Reputation/popularity of the restaurant in the media



Recommendation of close friends.

	1	2	3	4	5	6	
Strongly disagree	○	○	○	○	○	○	Strongly agree

Nutritional/healthy menu

	1	2	3	4	5	6	
Strongly disagree	○	○	○	○	○	○	Strongly agree

Atmosphere in the restaurant

	1	2	3	4	5	6	
Strongly disagree	○	○	○	○	○	○	Strongly agree

Convenient location

	1	2	3	4	5	6	
Strongly disagree	○	○	○	○	○	○	Strongly agree

Good balance between price and service quality

	1	2	3	4	5	6	
Strongly disagree	○	○	○	○	○	○	Strongly agree

<u>Rate each of the Green practise areas, according to your personal opinion on its importance:</u>

To me it is important that restaurants…

Reduce energy and water usage.

	1	2	3	4	5	6	
Strongly disagree	○	○	○	○	○	○	Strongly agree

Use recycled products.

	1	2	3	4	5	6	
Strongly disagree	○	○	○	○	○	○	Strongly agree

Have a sustainable food menu.

	1	2	3	4	5	6	
Strongly disagree	○	○	○	○	○	○	Strongly agree

Reduce waste and pollution.

	1	2	3	4	5	6	
Strongly disagree	○	○	○	○	○	○	Strongly agree

How much more are you willing to pay for a meal at a Green restaurant?

- 0%
- 1-3%
- 4-9%
- 10% or more

Demographics

Indicate your nationality:

- Dutch
- German
- Other

Indicate your age:

- 18 – 23
- 24 - 29
- 30 - 35

Indicate your gender:

- Male
- Female

Indicate the education you are currently enrolled in or have finished:

- High School degree
- Bachelor degree
- Master degree
- PhD degree

Indicate your monthly income (including student loans or other loans)

- Less than 500 €
- 500-1000 €
- 1000-2000 €
- 2000-4000 €
- 4000 or more €

By completing and submitting the questionnaire, you are giving consent for the information you provide to be used in the dissertation project and research publications.

- I agree

Appendix 9: Ethics form

Risk checklist – Please answer ALL the questions in each of the sections below.

Risk category 1	**Yes**	**No**
Use any information OTHER than that which is freely available in the public domain?	-	
Involve analysis of pre-existing data which contains sensitive or personal information?		-
Involve direct and/or indirect contact with human participants?	-	
Require consent to conduct?	-	
Require consent to publish?	-	
Have a risk of compromising confidentiality?		-
Have a risk of compromising anonymity?		-

Involve risk to any party, including the researcher?		-
Contain elements which you OR your supervisor are NOT trained to conduct?		-
Risk Category 2		
Require informed consent OTHER than that which is straightforward to obtain to conduct the research?		-
Require informed consent OTHER than that which is straightforward to obtain to publish the research?		-
Require information to be collected and/or provided OTHER that that which is straightforward to obtain?		-
Risk category 3		
Involve participants who are particularly vulnerable?		-
Involve participants who are unable to give informed consent?		-
Involve data collection taking place BEFORE consent form is given?		-
Involve any deliberate cover data collection?		-
Involve risk to the researcher or participants beyond that experienced in everyday life?		-
Cause (or could cause) physical or psychological negative consequences?		-
Use intrusive or invasive procedures?		-
Include a financial incentive to participate in the research?		-

IF APPLICABLE:

List agreed actions with your tutor to be taken to address issues raised in questions Risk Category 2: .....

Student Declaration: I confirm that I will undertake the research thesis as detailed above. I understand that I must abide by the terms of this approval and that I may not make any substantial amendments to the research thesis without further approval.

Name: Naomi Molenkamp **Signed:**  **Date:** 06-02-2017

Agreement from the supervisor of the student:

Name: Mireia Guix **Signed:** _____..... **Date:** 07-02-2017

Risk Category 1: If you answered NO to all the above questions, your study is classified as Risk Category 1.

- The supervisor can give immediate approval for the research thesis.
- A copy of this signed form MUST be included in the Research Thesis.

Risk Category 2: If you answered YES only to questions in Risk Category 1 and/or 2.

- You must meet with your supervisor and clarify how the issues encountered are going to be dealt.
- Once clarified, the actions taken must be stated in the form. Then the supervisor can guarantee approval for the research thesis.
- A copy of this signed form MUST be included in the Research Thesis.

Risk Category 3: If you answered YES to questions included in Risk Category 3.

- You must discuss with your supervisor how to re-direct the research thesis to avoid risks mentioned in Category 3.
- You must complete the Ethical Form again until Risk Category 1 or 2 is obtained. A copy of this signed form MUST be included in the Research Thesis.

Appendix 10: Executive summary

1. INTRODUCTION

The rapid increase in consumer consumption has led to the overuse of natural resources of which developed countries and people have become increasingly conscious of (Hirsh, 2010). According to Caroll (1979), Corporate Social Responsibility (henceforth CSR) states that "business encompasses the economic, legal, ethical and discretionary expectations that society has of organization at a given point in time". This can be recognized by the rapid growth of Green restaurants that engage in Green practices (henceforth GP) such as recycling or providing a sustainable food menu. In order to investigate this new phenomenon and the responses of consumers, research has been conducted on how consumers perceive such GP and how this influences their attitudes and behavioural intentions

(Dutta et al., 2008; Jeong & Jang, 2010; Kwok et al., 2016). Various demographics and interests of consumers result in different attitudes and behaviours among customer segments.

One of the segments is the millennial cohort, also called generation Y. Millennials are people who are born between 1980 and the late 1990s (Jang et al., 2011). They live in a world where social media is part of everyday life and are therefore exposed to the newest trends; 'green eating', 'saving the world' (Kasriel-Alexander, 2012) and 'healthy living' (The Hartman Group, 2015). They are important future consumers as they are the fastest growing population segment and have more disposable income than any other generation (Farris et al., 2002; Llp, 2011). However, little research exists on millennials and their perception on green restaurant patronize intentions or willingness to pay. In addition, the influence of social media and close friends is not examined and therefore adds extra information to millennial motivation.

This research uses the Theory of Reasoned Action (TRA), which uses concepts of attitude and subjective norm in order to predict behavioural intentions (Ajzen, 1985). Specifically, how millennials attitude toward Green consumerism, attitude towards health consciousness and influence from friends and social media influence willingness to pay (henceforth WTP) for Green restaurants.

Research aim and objectives

The aim of this research is to broaden the understanding of the Millennial generation's perception of Green products and services in restaurants. Specifically, the objectives are:

Objective 1: To specify which Green Practices millennials value the most in Green restaurants.

Objective 2: To reflect on how self perception of health consciousness, self perception on green consumerism and the social pressure from people and media have an influence the willingness to pay a premium for a Green restaurant.

Objective 3: To help Green restaurant managers to improve their marketing communication and build better customer relationships.

2.0 LITERATURE REVIEW

CSR & Green restaurants

Corporate Social Responsibility (CSR)

Corporate social responsibility (CSR) is a widely examined topic and has received more and more attention. Much research has been done after whether or not CSR can be profitable, and while this field is still contested with research showing negative results (Wright & Ferris, 1997) and positive

results (Mohr et al., 2001; Wu & Lin, 2014), there is a general consensus on the benefits of implementing CSR practices. Advantages include gaining a competitive advantage and enhancing a positive image and reputation (Jeong et al., 2014). Further, in the long term it may lead to lower operational costs (Jeong et al., 2014). In addition, research shows that consumers are increasingly using their purchasing power to express their willingness to address greater social issues (Mohr et al., 2001). Therefore, the amount of companies that apply CSR in their business model has been growing in response (Vlachos et al., 2009). CSR is an important factor for existing and new businesses to take into account in their business models.

Green practices (GP) in restaurants

CSR practises in the restaurant industry are reflected in the sudden rise of Green restaurants over the last years. A Green restaurant may be defined as "new or renovated structures designed, constructed, operated and demolished in an environmentally friendly and energy-efficient manner" (Lorenzini, 1994, p.119). They are a response to the environmental side of CSR in the food-service sector where consumers and producers have become more aware of the devastating effects of food production in terms of water, energy consumption and land use ("Briefing Organic food: Helping EU consumers make an informed choice," 2015). The term 'Green' can be interpreted as eco-friendly, environmentally friendly, biological, ecological or sustainable (Han, Hsu, & Lee, 2009). Green restaurants are therefore businesses that offer food and drinks in an environmental friendly manner to their customers. The Green Restaurant Association (GRA) is a national non-profit organization that promotes "Creating an environment Sustainable Restaurant Industry". The GRA emphasizes the most common Green Practises (GP) that a Green restaurant can apply including water efficiency, waste reduction and recycling, sustainable furnishing, sustainable food, energy saving, use of disposables and chemical and pollution reduction (Teng et al., 2014). In order for restaurateurs to be innovative in this sector, the establishment of some of these GP are a great way to show care for the environment and differentiate their business from competitors.

<u>Sustainable food & health</u>

"Green food"

From the seven categories of GP outlined by the GRA only a few are actually visible to consumers. Therefore many restaurateurs focus on observable GP that can be readily seen by their customers and enjoy greater economic benefits (Chou et al., 2012). The offer of Green foods, which can compromise of organic, vegan or vegetarian food restaurants is one of the most visible ways for Green restaurants

to show their care for the environment (Wang et al., 2013). The term organic refers to a method of production that aims at sustainable agriculture, high quality products and production processes that does not cause any harm to the environment in terms of human, plant and animal health and welfare ("Briefing Organic food: Helping EU consumers make an informed choice," 2015). One of the main drivers for consumption of organic products is the growing concern about the negative impact of the traditional food production, specifically meat production on the environment (Tuomisto, Joost, & De Mattos, 2011). Another reason for the popularity of organic or Green foods is the perception that these products are more nutritious and healthier, even though this is not a proven fact ("Briefing Organic food: Helping EU consumers make an informed choice," 2015). Combining the consciousness on environmental damage of traditional production of food and the increasing consciousness on perceived health benefits of organic foods has resulted in the increased popularity of Green food.

Health consciousness

One of the main drivers of the increased popularity of Green foods is the growing shift towards health consciousness and living a healthy lifestyle. Health consciousness is defined as a person's own perception of his or her healthy lifestyle (Namkung & Jang, 2014). Furthermore, health consciousness is currently one of the main values associated with visiting Green restaurants (Chen, 2007; H. J. Kim et al., 2011). An individual who is health conscious is more likely to pay attention to the health dimension of foods in a restaurant compared to a less health conscious person (Jang et al., 2011). Therefore health consciousness may be perceived in the same line as environmentalism and considered one of the main drivers of Green restaurant visit intentions.

Health consciousness & Green restaurant visit intention

Together with the concern for the environment, health consciousness among consumers is also associated with Green restaurant visit intentions. Tarkiainen & Sundqvist, (2009) investigated the link between buying organic brands and health consciousness; the more people perceived themselves to be health consciousness, the more willing they were to buy organic foods compared to less health conscious consumers. Furthermore, Jang et al. (2011) found that the more health conscious the consumer is, the more they prioritize the health dimension of food resulting in purchasing decisions based on this dimension. Moreover, Namkung & Jang (2007) concluded that the health dimension from six food quality attributes was the third critical dimension that influenced revisit intention after taste and presentation of the food in a Green restaurant. Therefore, the greater a person's sense of self-identification with health, the greater his or her attitude towards Green restaurants offering sustainably produced foods will be positive compared to a less health conscious person.

Green consumers & Millennials

Green consumers

For the last 25 years, numerous attempts have been done to conceptualize the construct of environmental concern, environmental consciousness or green consumerism. Green consumerism is defined as “the degree to which people are aware of problems regarding the environment and support efforts to solve them or indicate the willingness to contribute personally to their solution” (Dunlap & Jones, 2002). In general, men are found to have more knowledge on environmental issues, but women tend to be more concerned and show greater willingness to participate in green activities (Davidson & Freudenburg, 1996; Diamantopoulos et al., 2003). In addition, their seems to exist a positive relationship between education and income levels and environmental concern (Zimmer, Stafford, & Stafford, 1994). However due to several limitations of these studies, including small and narrow samples, lack of representativeness of the public population and the large discrepancies between year of study and publication date it is not possible to draw explicit conclusions on the socio-demographic characteristics of green consumers (Diamantopoulos et al., 2003). Therefore, this research uses the definition of Webster (1975, p.188) who defines Green consumers as "a consumer who takes into account the public consequences of his or her private consumption or who attempts to use his or her purchasing power to bring about social change". To conclude, based on the research presented there is not a specific profile of a green consumer based on demographics, but the general consensus is that this customer segment is conscious about the environment when making purchase decisions.

Green consumers & age

Research has investigated the link between age and Green consumers, but again no specific conclusion can be drawn due to different results. Among the 33 studies that have investigated the relationship between age and environmental concern, the three hypothesis that can be drawn are that age is not related to environmental knowledge (Arcury & Johnson, 1987), younger people are more concerned about environmental quality and differences exist in Green behaviour between the younger and older generation (Diamantopoulos et al., 2003). Possible explanations are that measures to support the environment are often seen as threatening the existing social order, which results in greater support of the younger generation who is often more flexible to changes compared to the older generation Due to these inconsistencies further research is necessary on how younger people perceive environmental issues.

Millennials

Nowadays millennials (or generation Y) is the term used for this younger cohort of the population. Millennials are defined as the part of the population born between 1980 and the late 1999's (Jang et al., 2011). This generation has taken is the largest consumer segment in the US and is projected to grow even more in the future (Appendix 5). In general, millennials are perceived to be civic-minded, intelligent and active participants in today's society (Appendix 6). They believe that they can make a difference in today's world and are happy to take the responsibility of making a positive impact on the future. Furthermore, millennials grew up in a technological and dynamic environment that is constantly evolving, which means that this generation is able to be flexible, responsive to changes and adapt quickly to new technologies. This makes them one of the most analysed generations in today's world and an interesting market for all types of businesses.

Millennials & environmental consciousness

Furthermore, the millennial cohort is a promising generation concerning CSR and environmental issues. The Cone Millennials Cause study (2006) has investigated the concern of the millennial cohort in relation to its surroundings. According to the responses of the survey 61% of the millennials feels they have the responsibility to make a difference in the world. In addition, 80% of millennials volunteer on a weekly, monthly or once or twice a year basis; 79% would like to work for a company that contributes something extra to society besides making profit and 78% of the respondents expects them to do so. Other research states that millennials indeed feel a need to engage in CSR activities (McGlone, Spain, & McGlone, 2011). Furthermore, millennials form a credible market segment since they have more disposable income compared to any other generation (Farris, Chong, & Danning, 2002). Therefore, they are able to use their purchasing power to make decisions in benefit of the environment.

Millennials & social media

Moreover, millennials grew up in a digital world and are therefore much exposed to social media and trends. Showing "care for the environment" and "eating green" are two of the main consumer trends in 2015 (Kasriel-Alexander, 2012). In addition, following a "healthy lifestyle" including nutritious and Green foods, exercise and mindfulness is also dominating today's world (The Hartman Group, 2015). Millennials exposure to influence from these trends is probable. Furthermore, millennials dine out relatively more compared to any other generation and a large part of their disposable income is spend on gastronomy (Apresley, 2010). During these diners, millennials make great use of social media channels to share and post pictures of their gastronomic experiences (Barton et al., 2012). Millennials also value recommendations from other people when selecting a restaurant choice (Jang et al., 2011).

Therefore, Green restaurants have to focus on digital marketing, social media channels and positive word-of-mouth advertisement in order to attract millennials.

Willingness to Pay (WTP)

Willingness to pay & Green Practices

Several studies have examined the WTP in relation to Green products and services. WTP is the maximum amount of money that people are willing to spend on products or services (Krishna, 1991). In hospitality research it is used as a proxy measure of behavioural intentions (Dutta et al., 2008; Kang et al., 2012). Furthermore, a price premium is the extra amount a consumer is willing to pay that justifies the true value of the product or service and can be an indicator of WTP (Rao & Bergen, 1992). In general, Green products and services are a bit more expensive compared to conventional ingredients (Vargas-hernandez, 2015). Nevertheless, many studies show that consumers are willing to pay a premium for Green products to reward firms with strong GP and that attitude toward Green products and services is an important indicator (Kang et al., 2012; Tsen et al., 2006). The study of Namkung & Jang (2014) showed that 68.3% of the respondents had the intention to pay a premium for GP in restaurants. Despite these positive indicators, future research and empirical evidence has to be found in order to generalize the positive relationship between environmentally friendly practises and WTP.

WTP & Self-perception on health consciousness and green consumerism

Furthermore, some studies have not only focused on the general relationship between GP and WTP, but have specifically examined the characteristics of consumers that are willing to pay a price premium. Specifically, research has been done to distinguish consumers by their involvement in health and green consumerism (Dutta et al., 2008; Namkung & Jang, 2014). In the restaurant industry Dutta et al. (2008) investigated the degree of people's involvement in health, environmental practises and social practises of people of origin in India and the US and how this affected their WTP. Results were that in the US a higher degree of involvement in social and environmental practises lead to a high WTP, while in India health concern had a greater influence on WTP. Furthermore, Namkung & Jang (2014) investigated how the consumer's self-perception on health consciousness and green consumerism had an effect on WTP for Green restaurant practises. Their results indicated that consumers with a higher self perception of health consciousness and green consumerism were located in the highest WTP group. Further research on these topics is necessary to generalize results, however it appears that consumers with a higher interest in green consumerism and health are more willing to pay a premium price for

Green restaurants.

WTP & Demographics

The demographics of the 'Green consumer' being in general female and younger are similar to the link between the demographics and WTP, however again exceptions exist. For example one study found that consumers with a higher age, income and education levels are more willing to pay a premium (Dutta et al., 2008) whereas other studies indicate a negative relationship between age and WTP (Namkung & Jang, 2014; K. D. Van Liere & Dunlap, 1981) and an insignificant relationship between gender and WTP (Namkung & Jang, 2014). Some possible explanations are that younger people who have greater abilities to process and obtain new information (Gilly & Zeithaml, 1985), women are more conscious on the impact of their actions on other people (Banerjee, 1994; Gronhoj et al., 2007) and consumers with higher income and education levels are able to bear the additional costs (Roberts, 1996). Despite the inconsistent results of various studies investigating the relationship between demographics and WTP (Roberts, 1996), the Green consumer that is likely to pay a premium for Green products is relatively young, female and has a middle to high education level (Diamantopoulos et al., 2003; Han et al., 2011; Jeong & Jang, 2010). However more research is needed in order to generalize this relationship between demographics and WTP.

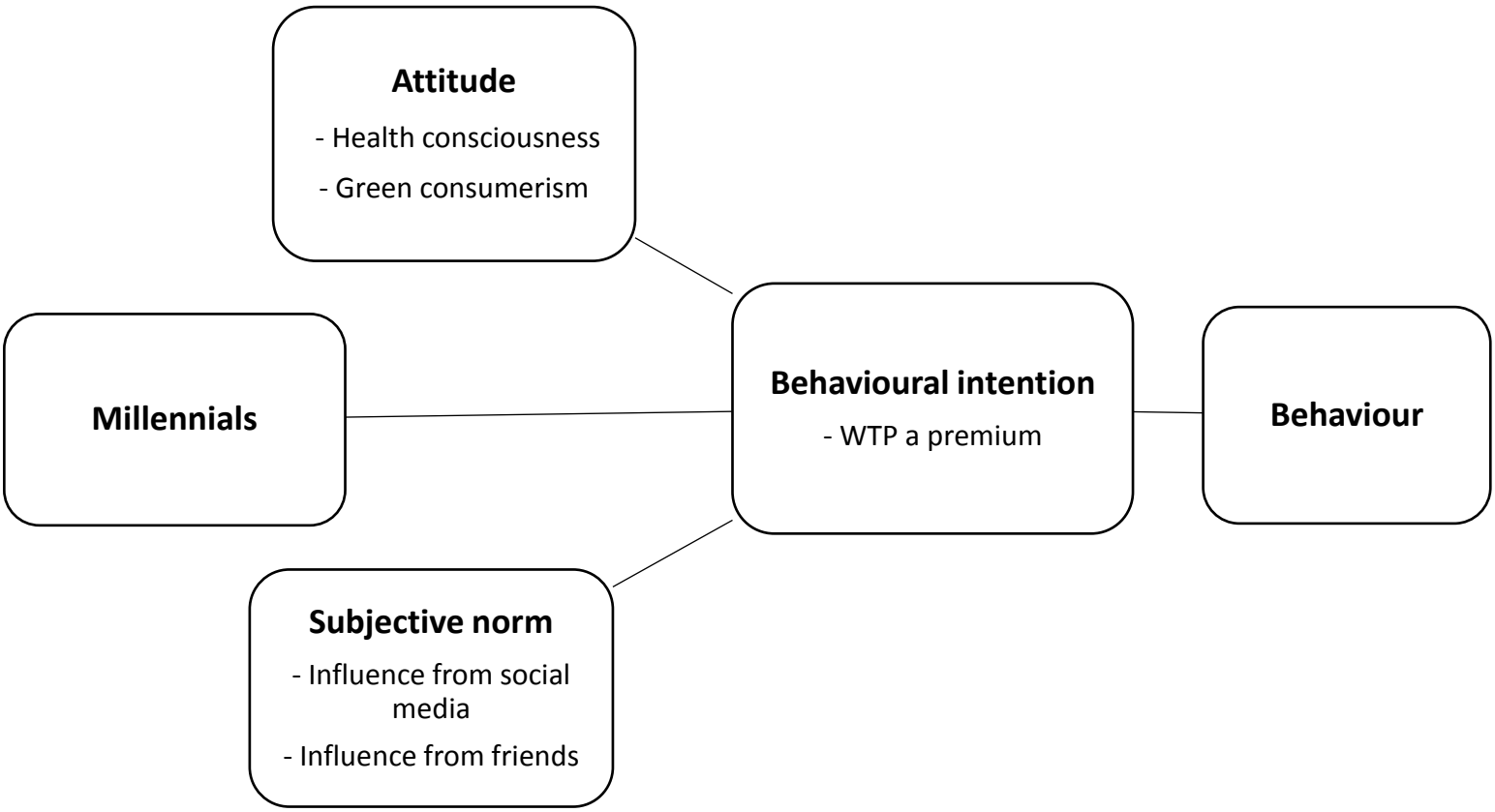
Theory of Reasoned Action (TRA)

Fishbein and Ajzen's (1975) "Theory of Reasoned Action" (henceforth TRA) is one of the most examined and used theories in order to explain consumer behaviour. The reason for that is that the TRA links attitudes, subjective norms, behavioural intentions and behaviour in one construct (Appendix 7), which are important determinants of consumer behaviour. Attitudes are formed by values, which are personal standards that influence people's actions (Clawson & Vinson, 1978). The attitudes in this study involve belief and attitude on green consumerism and health consciousness. Subjective norms are a form of social pressure where a person is influenced by their belief of what they think people close to them expect him or her to behave (Fishbein & Ajzen, 1975). In this study subjective norm is measured by the influence from close friends and social media. Furthermore, since it is very difficult to predict actual behaviour, this theory uses WTP as a proxy of behaviour. One main condition of this theory is that the target behaviour is completely under a persons volitional control. However this is not always the case and therefore Ajzen (1985) added the construct "perceived behavioural control" to the TRA. This resulted in the Theory of Planned Behaviour (henceforth TPB). Perceived behavioural control considers variables that are out of someone's influence such as the perceived difficulty of

actually performing a behaviour (Ajzen, 1991). Even though the TPB has proven its significance in some studies on Green restaurant visit intention (Ching-Yu Lien, 2012), other studies show an insignificant relationship between perceived behavioural control and behavioural intentions (Y. J. Kim et al., 2013). In addition Fishbein and Ajzen (1975, p. 380) stated: "Since much human behaviour is under volitional control, most behaviours can be accurately predicted from an appropriate measure of the individuals' intention to perform the behaviour in question". Furthermore, this study is specifically interested in the influence of attitude and opinions from people on Green restaurant visit intention. Combining all these factors, the research uses the TRA instead of the TPB as a theoretical background for this study.

Conceptual Framework

Figure 1: A conceptual model of millennial visit intention of Green restaurants and their WTP a premium.



Source: Author's own, 2017

The conceptual framework is developed from the TRA and adjusted according to factors that most likely influence the visit intention of Green restaurants measured through WTP. The attitudes of TRA includes health consciousness and green consumerism of millennials. Further, the subjective norm

compromises of influence from their friends and social media. These three factors in turn influences the behavioural intention of millennials, measured by WTP a premium as a surrogate for actual behaviour.

3. METHODOLOGY

Overall research design

This study takes a phenomenological approach, because the research examines attitudes and behaviours of consumers. Furthermore, a deductive approach is used since the study constructs knowledge at the beginning of the research through the literature review and the conceptual framework in order to deduct a specific outcome.

Data collection techniques and research instruments

The study uses a quantitative approach using a questionnaire as the main data collection technique. The survey consists of different sections. Section I answers the question whether or not the participant has some previous visit experience concerning Green restaurants. Section II asks the question whether or not millennials are WTP a premium for a Green restaurant with possible answers being “Yes” or “No”. Section III consists of three subsections; one examines participants’ attitude on green consumerism, the other subsection measures participants’ attitude on health consciousness, the third subsection compromises of questions in order to examine the influence of social media and friends. Section IV measures participant’s importance of various restaurant characteristics. Section V examines perceived importance of various GP. Section VI asks participants to indicate the level of premium millennials are willing to pay for visiting a Green restaurant ranging from 0%, 1-3%, 4-9% and 10% and above. The final section measures participant's demographical information of the participants, including nationality, age, gender, education and income (Appendix 8).
Section III to V rates responses to questions on a 6-point Likert scale from 1 (strongly disagree) to 6 (strongly agree) based on similar studies that also measured attitudes and beliefs on this scale (Namkung & Jang, 2014; Schubert et al., 2010). Furthermore, Section I, II, VI and VII involves category type questions.

Research context and participants

The sampling population of the research are millennials between the age of 18 and 35. The data is obtained through the distribution of a questionnaire among the millennial cohort. The survey is completed by 253 millennials, which just exceeds the objected amount of 250 responses and is similar

to previous studies (Sparks, P. and Shepherd, 1992; Teng et al., 2014). A large proportion of the respondents consist of the younger, female proportion of the millennial generation who have an average income of between 500 and 1000 Euros and are most likely Dutch.

The sampling technique used in this study is a combination of convenience sampling with face-to-face contact and online contact. The questionnaire is created through Google form and distributed through Facebook and WhatsApp groups. Further, people are asked to forward the questionnaire (snowball sampling technique). Therefore, the main sampling technique is non-probability sampling. Non-probability sampling is defined as 'sampling where it is not possible to specify the probability that any person or other unit on which the survey is based will be included in the sample' (Smith, 1983). The main disadvantage of non-probability sampling is that the sample is not representative of the entire population and therefore results cannot be generalized (Altinay & Paraskevas, 2008). However, due to time constraints and the exploratory nature of the research this disadvantageous is justified for these reasons.

Data analysis

The initial analysis of the survey is done through the analysis of a descriptive statistics table created in SPSS. This encompasses the analysis of demographics, Green restaurant visit experience and millennials attitude towards Green consumerism, health consciousness and influence from friends and social media. In addition, millennials perceptions on what they feel are the most important restaurant characteristics and Green practises is analysed. The mean and standard deviation provide a first impression on millennials attitudes regarding these topics.

The first part of the in-depth analysis measures the relationship between gender and WTP and income and WTP. This is done through the use of cross tabulation and the Pearson Chi-Square test of independence. WTP is measured using two types of dependent variables. The first dependent variable focuses solely on the response to the question whether or not millennials are willing to pay more for a Green restaurant. The second dependent variable focuses on whether millennials are willing to pay a low (0%-3%) or high amount of premium (4% and above). The Pearson Chi-Square test of independence is conducted in order to find out whether or not these two categorical variables are independent (Field, 2013).

The second part of the in-depth analysis measures the relationship between millennials attitudes and WTP. Factor analysis is used to confirm that there are three constructs that can be retrieved from the questionnaire part on millennial attitudes. Factor analysis is a technique used to cluster variables and reduce a set of variables into factors, which can be used as an explanatory construct (Field, 2013). Orthogonal rotation is used since the assumption is that the constructs are not correlated.

Furthermore, the KMO Test is conducted in order to establish sampling adequacy where a cut off value of 0,5 is recommended. Furthermore, the linear component called the eigenvector is extracted. Based on Kaiser's criterion, factors with eigenvalues of at least 1 are extracted (Kaiser & Rice, 1974).

The next step involves conducting a logistic regression in order to test the conceptual framework that hypothesizes that millennial attitudes on green consumerism, health consciousness and influence from friends and social media have an influence on millennials WTP for a Green restaurant. Logistic regression is used to predict categorical outcomes from continuous predictor variables (Field, 2013). The dependent variable is the low and high WTP values that are transformed in two dummy variables (low WTP and high WTP). The logistic regression is replicated with a somewhat similar dependent variable that captures WTP regardless of the premium. In the logistic regression several models are tested by adding predictor variables to see whether or not the model improves. This is measured through evaluation of the significance of the Wald statistic, which evaluates whether a variable is a significant predictor to the outcome (Field, 2013). Furthermore, the Cox & Snell R Square value is based on the deviance of the new model, the original model and the sample size and measures how much the model has improved. The Nagelkerke R Square has a similar function and measures the partial correlation between the predictor variables and the outcome. The higher the R value, the better the fit of the model (Field, 2013).

Ethical considerations

In order to ensure content validity of the research, the literature review is used to create the survey instrument. Also the original source and the belonging author is truthfully cited in the research. In addition, a pilot test is conducted in order to determine whether or not the questionnaire is clear to respondents. In addition, all the information given by participants is anonymous and confidential. Further, collaborative partners have the option to request the final results of the research. Finally, limitations of the research will be mentioned in a separate section.

4. FINDINGS

Initial analysis

The tables below show a summary of the initial findings from the results of the questionnaire. These include the initial findings on previous Green restaurant experience, millennial attitudes on Green consumerism, health consciousness and influence from friends and social media, the perception on restaurant characteristics and the perception on Green practises.

Table 1: Green restaurant experience

	Percentage (%)
Environmental friendly restaurant	96
Sustainable food restaurant	94
Environmental friendly & Sustainable food restaurant	75

Source: Author's, 2017

Table 5: Summary millennial attitudes

	Mean score on a 6 Point Likert scale
Average Green consumerism construct	**4.5**
Showing care about protecting the environment	4.9
Self perception on Green consumerism	3.9
Responsibility of companies to help protecting the environment	5.3
Average Health consciousness construct	**4.0**
Exercise at least three times per week	3.5
Choose food carefully in order to be healthy	4.4
Self perception on Health consciousness	4.1
Average influence from friends and social media construct	**3.6**
Checking food pictures before visiting a restaurant	2.9
Recommendations from friends as an important influence	4.4

Source: Author's, 2017

Table 7: Summary Restaurant characteristics

	Mean score on a 6 Point Likert scale
Quality & Taste of the food	5.6
Balance between price & Service level	5.3
Recommendations from friends	5.1
Pro environmental activities in the restaurant	3.8
Reputation/popularity	3.9

Nutritious/healthy menu	4.4

Source: Author's, 2017

Table 9: Summary Green practises

	Mean score on a 6 Point Likert scale
Reduction waste & pollution	4.9
Sustainable food menu	4.6
Reduction energy	4.3
Use recycled products	4.2

Source: Author's, 2017

In depth analysis

Regarding WTP, the results show that a significant higher percentage of millennials (70.4% against 29.6%) are willing to pay more for a Green restaurant. However, women are much more likely to pay more for a Green restaurant (75.6% in favour against 24.4% not in favour) compared to men (57.5% in favour against 42.5% not in favour). Furthermore, the Chi-Square value and its significance indicate that we can reject the null hypothesis at a 5% significance level since 0.004 is less than a P value of 0.05 (Table 10).

Table 10: Relationship Gender and WTP

Crosstab

			DummyWTP		Total
			No	Yes	
DummieGENDER	Male	Count	31	42	73
		% within DummieGENDER	42,5%	57,5%	100,0%
	Female	Count	44	136	180
		% within DummieGENDER	24,4%	75,6%	100,0%
Total		Count	75	178	253
		% within DummieGENDER	29,6%	70,4%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	8,087[a]	1	,004		
Continuity Correction[b]	7,246	1	,007		
Likelihood Ratio	7,808	1	,005		
Fisher's Exact Test				,006	,004
Linear-by-Linear Association	8,055	1	,005		
N of Valid Cases	253				

Source: Author's, 2017

Regarding the amount of premium millennials are WTP, the majority of millennials (58.5% against 41.5%) are included in the higher WTP category. Furthermore, a slightly larger percentage of the male population are included in the higher WTP category compared to the low WTP category (54.8% against 45.2%). For the female population, a larger percentage of women are included in the higher WTP category compared to the low WTP category (60% against 40%). However, according to the Chi-Square value and its P value this relationship is not significant and we cannot reject the null hypothesis that women are more willing to pay a higher premium than men (Table 11).

Table 11: Relationship between gender and amount of premium WTP

Crosstab

			DummieHighvsLowWTP		Total
			Low	High	
DummieGENDER	Male	Count	33	40	73
		% within DummieGENDER	45,2%	54,8%	100,0%
	Female	Count	72	108	180
		% within DummieGENDER	40,0%	60,0%	100,0%
Total		Count	105	148	253
		% within DummieGENDER	41,5%	58,5%	100,0%

Source: Author's, 2017

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,580[a]	1	,446		
Continuity Correction[b]	,385	1	,535		
Likelihood Ratio	,577	1	,447		

Fisher's Exact Test				,483	,267
Linear-by-Linear Association	,577	1	,447		
N of Valid Cases	253				

The results regarding the relationship between income and WTP regardless of the premium imply that the two variables are not dependent on a 5% significance level since 0,097 is greater than 0,05. However, we can reject the null hypothesis on a 10% significance level, which means that the two variables are not completely unrelated. There is a weak correlation between income and WTP (Table 12).

Table 12: Relationship between income and WTP.

Crosstab

			DummyWTP		Total
			No	Yes	
DummieINCOME	Less than 500	Count	20	50	70
		% within DummieINCOME	28,6%	71,4%	100,0%
	500-1000	Count	37	73	110
		% within DummieINCOME	33,6%	66,4%	100,0%
	1000-2000	Count	16	33	49
		% within DummieINCOME	32,7%	67,3%	100,0%
	2000 and higher	Count	2	22	24
		% within DummieINCOME	8,3%	91,7%	100,0%
Total		Count	75	178	253
		% within DummieINCOME	29,6%	70,4%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6,318[a]	3	,097
Likelihood Ratio	7,634	3	,054
Linear-by-Linear Association	1,442	1	,230
N of Valid Cases	253		

Source: Author's, 2017

Furthermore, when measuring the relationship between income and the level of premium millennials are WTP, there is again a non significant relationship. The results show that the null hypothesis cannot

be rejected since the P value is 0,569 (Table 13). So the level of income does not determine the level of premium millennials are willing to pay.

Table 13: Relationship between income and amount of premium WTP.

Crosstab

			DummieHighvsLowWTP		Total
			Low	High	
DummieINCOME	Less than 500	Count	33	37	70
		% within DummieINCOME	47,1%	52,9%	100,0%
	500-1000	Count	46	64	110
		% within DummieINCOME	41,8%	58,2%	100,0%
	1000-2000	Count	17	32	49
		% within DummieINCOME	34,7%	65,3%	100,0%
	2000 and higher	Count	9	15	24
		% within DummieINCOME	37,5%	62,5%	100,0%
Total		Count	105	148	253
		% within DummieINCOME	41,5%	58,5%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2,016[a]	3	,569
Likelihood Ratio	2,026	3	,567
Linear-by-Linear Association	1,639	1	,200
N of Valid Cases	253		

Source: Author's, 2017

The results from the factor analysis show that there are indeed three constructs that are retrieved from the questionnaire. From the rotation matrix it is clear that the first five questions regarding green consumerism load high on the first component. The questions addressing influence from friends and social media load high on the second component and the questions regarding health consciousness load high on the third component (Table 16).

Table 16: Rotated Component Matrix

Rotated Component Matrix[a]

	Component

	1	2	3
I always prefer an environmental friendly version of a product.	,613	,360	,106
I participate in pro-environmental friendly practices.	,735	,052	,137
I care about protecting the environment.	,883	,125	,058
I consider myself to be an environmental friendly consumer.	,800	,060	,180
In my opinion companies should take measures to protect the environment.	,762	,208	-,010
I choose food carefully in order to be healthy.	,288	,229	,755
I exercise on average 3 times a week or more.	-,026	,079	,794
I consider myself to be a health conscious person.	,172	,167	,888
I check social media channels for food pictures.	-,047	,647	,331
People whose opinions I value would prefer that I select an eco-friendly restaurant	,192	,607	,193
The more I encounter a Green restaurant on social media the more likely I am to visit that restaurant.	,166	,840	,117
The more often my friends tell me to visit a particular Green restaurant, the more likely I am to go.	,235	,780	-,043

Source: Author's, 2017

According to the Wald statistic and its significance (20,297 with a P value of 0,000) the model improves when adding 'Green consumerism' as a predictor variable (Table 17). Furthermore, the Cox & Snell R Square value (0,086) and the Nagelkerke R square value (0,116) imply that the model improved slightly when adding the predictor variable of Green consumerism.

Table 17: Predictor variable 'Green consumerism' added to the model.

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	22,786	1	,000
	Block	22,786	1	,000
	Model	22,786	1	,000

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	320,602[a]	,086	,116

a. Estimation terminated at iteration number 4 because parameter estimates changed by less than ,001.

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	FAC1_1	,642	,143	20,297	1	,000	1,900
	Constant	,366	,134	7,463	1	,006	1,441

a. Variable(s) entered on step 1: FAC1_1.

Source: Author's, 2017

The results when adding the second predictor variable 'Influence from friends and social media' imply again a significant improvement of the model with a significant Wald statistic of 0,000 (Table 18). Furthermore, the R statistics increased in both cases implicating a better fit of the model (from 0,086 to 0,160 and from 0,116 to 0,215).

Table 18: Predictor variable 'Influence from friends and social media' added to the model.

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	21,236	1	,000
	Block	21,236	1	,000
	Model	44,022	2	,000

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	299,366[a]	,160	,215

a. Estimation terminated at iteration number 4 because parameter estimates changed by less than ,001.

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	FAC1_1	,716	,153	21,738	1	,000	2,046
	FAC2_1	,652	,150	18,868	1	,000	1,919
	Constant	,390	,140	7,737	1	,005	1,476

a. Variable(s) entered on step 1: FAC1_1, FAC2_1.

Source: Author's, 2017

The last step involves adding the predictor variable 'Health consciousness', however this variable does not prove to be a significant contributor to the model (Table 19). The Wald statistic is not significant (0,324) and the R statistics barely improve (from 0,160 to 0,163 and from 0,215 to 0,219).

Table 19: Predictor variable 'Health consciousness' added to the model.

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	,973	1	,324
	Block	,973	1	,324
	Model	44,995	3	,000

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	298,394[a]	,163	,219

a. Estimation terminated at iteration number 4 because parameter estimates changed by less than ,001.

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	FAC1_1	,719	,154	21,947	1	,000	2,053
	FAC2_1	,654	,150	19,092	1	,000	1,923
	FAC3_1	,138	,140	,972	1	,324	1,148
	Constant	,394	,141	7,868	1	,005	1,483

a. Variable(s) entered on step 1: FAC1_1, FAC2_1, FAC3_1.

Source: Author's, 2017

5. DISCUSSION

This research explores the perception of the millennial generation on Green restaurants and specifically what motivates their willingness to pay a premium. The findings of both this study and

previous studies imply that millennials care about environmental issues. In this study, the construct compromising the attitude on Green consumerism has the highest average mean. Moreover, 70% of the millennials showed willingness to pay more for a Green restaurant, which also indicates a pro environmental attitude. Despite these results 'Pro-environmental activities' as a restaurant characteristic score relatively low to other restaurant characteristics. This result corresponds to results found in previous research (EunHa Jeong et al., 2014). Thus on itself, environmental practises are considered important to millennials, however relative to other factors such as 'Quality and taste' of the food and 'Atmosphere' in the restaurant this feature becomes less important.

Furthermore, this study reveals that millennials not necessarily perceive themselves as Green consumers. So they appear to care, but this does not translate into a high self perception on Green consumerism. This is consisted with findings from another study where the compassion appears to exist, but the practical action is limited (Hume, 2010). However, the Green market is complex and businesses have to be capable of convincing the younger generation on the advantageous of Green purchases.

With regards to gender differences within the millennial population, this study has found a significant difference between the male and female population and WTP. A higher percentage of women indicate that they are willing to pay more for a Green restaurant compared to men. Other studies found inconclusive results with regards to gender and environmental friendly activities (Davidson & Freudenburg, 1996; Diamantopoulos et al., 2003; Namkung & Jang, 2014). The ecofeminist scholars argue that since women are able to reproduce they are closer linked to nature and therefore responsible for its care and conservation. However, it is dangerous for marketers to solely focus on women since attitudes, desires and preferences of both men and women are important to consider.

Furthermore, previous studies indicated a positive relationship between education and income levels and environmental concern (Zimmer, Stafford, & Stafford, 1994). Nevertheless, the results from this study indicate only a weak significant relationship between disposable monthly income and WTP. An important factor is the difference between money and value. A study investigating the relationship between income and purchasing second hand articles show that millennials with higher income levels did not reject used products as long as the perceived value is high (Hanks et al., 2008). Therefore, millennials might perceive the value of a Green restaurant experience so high that the disposable income factor becomes less of a determining factor in the decision making process.

Regarding the conceptual framework of this study, the influence of millennial attitudes and subjective norm on WTP is examined. Namkung & Jang (2014) found that their core Green group (high WTP) was younger and scored higher on self perception of health consciousness and Green consumerism compared to the less Green group. This study also found a significant contribution of Green consumerism to WTP, however health consciousness did not appear to be a significant contributor to

WTP among the millennial generation. One explanation for this difference could be that millennials do not necessarily perceive Green restaurants as healthy food restaurants. Nowadays, due to greater access to information, millennials might better able to distinguish 'Green' and 'Healthy' products.
Subjective norm measured by the influence from friends and social media is a significant contributor to WTP according to this study. Green food is one of the top consumer trends of 2016 and since the millennial generation is the first to become aware of such trends it is likely that they are influenced (Kasriel-Alexander, 2016). More specifically, recommendations from friends are considered important to millennials both in this study and according to previous research (Jang et al., 2011). This implicates that word of mouth advertisement could be a very valuable tool for Green restaurant managers.
Furthermore, 'A sustainable food menu' is rated high among GP and high among restaurant characteristics. So despite the fact that health consciousness is not a significant contributor to WTP, millennials do perceive the food related GP as an important feature of Green restaurants. Again, the distinction should be made between 'sustainable food' and 'healthy food'. Millennials appear to perceive these features separately.

6. CONCLUSION

The aim of this research is to enhance the understanding of how millennials perceive Green restaurants in order for Green restaurant managers to market their communication strategies the right way. Specifically, what kind of Green products and services millennials value most. This study found that the highest rated GP is 'Reduction of waste and pollution' followed closely by 'Having a sustainable food menu'. However, relative to other restaurant characteristics such as 'Quality and taste of the food' these GP are considered less important. Therefore, Green restaurant managers should not solely focus on promoting their Green activities, but they have to make sure that all the entire package of the restaurant is attractive. This will in turn result in positive worth of mouth advertisement. This appears a key advertisement strategy since millennials highly value recommendations from friends.

Concerning WTP, millennials have a favourable attitude towards Green restaurants since 70% of the sample population indicated a willingness to pay a premium. Specifically, the female population is significantly more willing to pay a premium and also pay a higher premium compared to the male population. This is something Green restaurant managers have to take into account when determining their core market. Income did not have a significant influence on WTP, which indicates that the value of being an environmental friendly restaurant goes beyond monetary terms and profits.

In addition to WTP, the objective of this study is to see how millennials attitude towards Green

consumerism, health consciousness and influence from friends and social media may or may not have an influence on WTP for a Green restaurant. The attitude towards health consciousness is the second highest rated construct after Green consumerism, however this attitude does not lead to a greater WTP. It therefore appears that millennials not necessarily perceive Green restaurants as healthy restaurants. Therefore, Green restaurant managers should clearly communicate whether or not their food menu is solely sustainable or also nutritious depending on their target market. Furthermore, managers should appeal to the customers emotion in their marketing strategy and make Green messages more fun and entertaining (Villarino & Font, 2015). The question 'what is in it for the customer' will help to determine the best way to reach out and attract the target market.

7. FURTHER RESEARCH

This research is exploratory and therefore further research on this topic is required. More specifically, the exact difference between male and female perception on Green restaurants should be investigated in order for managers to have a better understanding of the different preferences of these markets.
Furthermore, this study touched a bit upon the influence from social media and friends, however more research on this topic in relation to advertisement strategies is necessary.
In addition, this research implies that millennials perceive sustainable food not necessarily to be healthy food. Further research on this topic should be done in order to generalize this result. Moreover, it could be interesting to investigate the level of scepticism among the millennial generation regarding environmental activities and Green restaurants. This would provide an indication to Green restaurant managers on how to better position their marketing message in a way that millennials trust what they promise.

11.2: TABLES

Table 2: Green consumerism

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I always prefer an environmental friendly version of a product instead of the non-Green version, if this is an option.	253	1,0	6,0	4,403	1,2644
I participate in pro-environmental friendly practices.	253	1,0	6,0	4,055	1,3587
I care about protecting the environment.	253	1,0	6,0	4,957	1,0399

I consider myself to be an environmental friendly consumer.	253	1,0	6,0	3,933	1,1441
In my opinion, companies should take measures to protect the environment.	253	1,0	6,0	5,281	,9699
Valid N (listwise)	253				

Source: Author's, 2017

Table 3: Health consciousness

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I choose food carefully in order to be healthy.	253	1,0	6,0	4,423	1,1577
I exercise on average 3 times a week or more.	253	1,0	6,0	3,589	1,7898
I consider myself to be a health conscious person.	253	1,0	6,0	4,079	1,2916
Valid N (listwise)	253				

Source: Author's, 2017

Table 4: Influence from friends and social media

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I check social media channels for food pictures of Green restaurants before I decide to go to the restaurant.	253	1,0	6,0	2,870	1,6651
People whose opinions I value would prefer that I select an eco-friendly restaurant for a meal.	253	1,0	6,0	3,245	1,3105
The more I encounter a Green restaurant on social media, the more likely I am to visit a Green restaurant.	253	1,0	6,0	3,818	1,3535
The more often my friends tell me to visit a particular Green restaurant, the more likely I am to go to that restaurant.	253	1,0	6,0	4,387	1,3154
Valid N (listwise)	253				

Source: Author's, 2017

Table 6: Restaurant characteristics

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Quality and taste of the food.	253	1,0	6,0	5,573	,6604
Pro-environmental activities of the restaurant.	253	1,0	6,0	3,830	1,1881
Reputation/popularity of the restaurant in the media.	253	1,0	6,0	3,877	1,2898
Recommendations of close friends.	253	1,0	6,0	5,055	,8891
Nutritional/healthy menu.	253	1,0	6,0	4,407	1,2003
Atmosphere in the restaurant.	253	2,0	6,0	5,221	,8489
Convenient location.	253	2,0	6,0	4,715	,9543
Good balance between price and service quality.	253	2,0	6,0	5,340	,7527

Valid N (listwise)	253				

Source: Author's, 2017

Table 8: Green restaurant practises

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Reduce waste and pollution.	253	1,0	6,0	4,787	1,1452
Have a sustainable food menu.	253	1,0	6,0	4,553	1,1029
Reduce energy and water usage.	253	1,0	6,0	4,296	1,2736
Use recycled products.	253	1,0	6,0	4,225	1,3004
Valid N (listwise)	253				

Source: Author's, 2017