What Drive the Intention of Restaurant Operators to Go Green?

Booi-Chen Tan, Nasreen-Khan, Gun-Fie Yong, Woon-Har Lam and Lan-TP Nguyen

Abstract: This paper firstly looks into the areas of green practices for developing environmental guideline to assist restaurants to go green and secondly proposes a conceptual framework to better explain the influences of innovation, organizational, external environment and individual environmental characteristics on the adoption of green practices from the perspectives of restaurant operators in Malaysia. It explores the environmental initiative from the decision maker of restaurant, given that its operation contributes negatively to the environment. The findings are expected to provide empirical evidence on the drivers that drive the restaurant operator’s intention to go green in operating the restaurant. It fills the research gap of adding the individual environmental characteristics, together with internal organization and external environmental characteristics, to better explain such adoption intention. Policy makers can consider the feasibility of introducing green restaurant certificate or establishing green restaurants to make restaurants more environmentally responsible as the trend of going green is slowly moving toward the service sector. Challenges lies in getting the operator to incorporate green practices as it requires understanding of its difficulties and motivations.

Key words: Adoption • Environment • Green Practices • Restaurants • Malaysia

INTRODUCTION

In view of the trends of sustainability and corporate social responsibility, environmental or green practice is the major adoption in the competitive modern business world today. Hence, many firms have incorporated the environmental issues in their business model and adopted green practices through the development and promotion of green products and services to meet the demand of environmentally conscious consumers. Green movement enables firms to gain competitive advantages, improve ecological performance, reduce operational costs and enhance corporate image. Nevertheless, the pressure to adopt green practices in the service sector is insignificant compared to the manufacturing sector [1]. Majority of the greening efforts are concentrated on the marketing of physical goods (i.e., green products) from the manufacturing sector [2-4]. Obviously, services are intangible by nature, but its service processes often require various tangible aspects of service products which could have a major impact on the environment [3, 5].

The important role of the tourism and hospitality business in environmental and social responsibility issues has been recognized by many researchers [6-9]. Recently, researchers have moved their research interests into the green restaurant sector [5, 10, 11]. The restaurant sector has been revealed as one of the least sustainable economic sectors due to numerous practices in the restaurants that contribute significantly to the depletion of environment [12]. In Malaysia, given that the fast growing number of restaurants in Malaysia and widespread habit of eating out which bring with it an increasingly detrimental environmental impact, there is no specific environmental guideline or green practices enforced for restaurant operators to adopt or follow. Nevertheless, challenge lies in getting the restaurant operators to incorporate green practices as it requires understanding of the difficulties and motivations for such participation.

Therefore, this paper reviews the relevant theories and empirical literatures and proposes two research objectives. First, this paper looks into the areas of green practices that should be practiced in operating the
restaurants from the perspectives of restaurant operators. Second, this paper proposes a conceptual framework which aims to understand the influence of innovation, organisational, external and individual environmental characteristics on the adoption of green practices in operating restaurants from the perspectives of restaurant operators. These areas of research in “green” are still under-explored as very little research directed the focus towards the environmental initiative of restaurant operators. Hence, the research outcome is expected to benefit the policy maker and practitioners to formulate and implement future green policy and business strategy that help to generate greener environment.

Literature Review

Food Service Sector in Malaysia: In Malaysia, the food-service sector is in a period of expansion, with a significant compounded annual growth rate of 8.25% and an absolute growth of 48.64% [13]. The food-service sector is considered to be the fastest growing industry in the global market. According to [13], consumer food service in Malaysia is classified into six segments, namely cafés/bars, full-service restaurants, fast food, 100% home delivery/takeaway, self-service cafeterias and street stalls. Full-service restaurants offer fine dining with a wide selection of foods and beverages and table service. The total outlets of this segment increased from 9,010 to 9,946 from 2006-2010, according to the report from [13].

Several factors have motivated the existing food-service expansion as well as new establishments over the recent years in Malaysia. First, the food-service sector is expected to continue its positive performance due to the growing sophistication and affluence among food-service patrons [14]. Second, the international arrival trend which was at 23.6 million in 2009 [15] had also contributed to the growing number of food-service establishments to serve the market demand rise from the local and foreign patrons. Third, the increased numbers of women working outside home [16] and the rose of spending on food away from home [17] serve as the good business indicator that drive the existing expansion and new establishment of restaurants. Nevertheless, the above phenomenon had depleted the environment significantly through its operation via the direct, upstream and downstream channels; which will be discussed in the next section.

In terms of its level of competition, local restaurants compete aggressively with fellow local establishments as well as with many foreign and western restaurants that operate within the country. Several stores in Malaysia, such as BMS Organics (www.bmsorganics.com), Ecogreen Organic Shop (www.ecogreen.com.my) and OPIKA (www.opikaorganic.com), simultaneously promote organic food and products as well as operate restaurants that serve organic food and drinks within their establishments. This new form of business development and market opportunity are attributed to the increasing income of consumers and to their preferences for healthy and nutritious food. More people have begun to dine out in organic establishments, but this trend remains in its infancy. However, no specific environmental guideline or certification is available that restaurant operators can use as a reference, except for the Cleanliness Certificates that are awarded by the local authorities to restaurants that meet the standards of clean premises and hygienic practices (Grades A, B and C). Serving organic food or drinks is among the several green practices of restaurants, but total green practices have not been practiced widely among the restaurants in Malaysia.

Environmental Impact from the Restaurant Operation: The environmental effects generated by the service provider in the market generally occur through direct, upstream and downstream channels [18, 19]. Davies and Konisky [20] applied these three channels of environmental impact to the food service sector and presented the conceptual framework shown in Fig. 1. Direct environmental impact refers to the impact generated by the food service providers themselves; upstream environmental impact is the influence of food service providers on their suppliers; and the downstream environmental impact refers to the links between food service providers and consumers.

Direct Environmental Impact: The direct environmental impact of food service businesses can be organized into following six categories:

Energy Consumption: Operating a restaurant consumes intensive energy. The “Pacific Gas and Electric’s Food Service Technology Center” in the United States reported that restaurants are the largest energy consumers in the retail world. They consume approximately five times more energy per square foot compared with industrial buildings [10, 12]. The excess heat and noise generated by restaurants as they use appliances, heating, ventilation and air conditioning systems as well as lighting and refrigeration affect the environment negatively [21]. However, no data that break down the energy consumption of the restaurant sector in Malaysia are available at present.
Solid Waste Generation, Food Waste and Packaging Materials: Food waste is the major waste stream generated by food service businesses [20]. Prepared food that have not been presented to diners (leftovers), food wasted during the preparation of food for consumption (production waste) and food thrown away by consumers (plate waste) are the three major types of restaurant food waste [22]. Food waste affects the environment via its decomposition after disposal in landfills and by the embedded emissions associated with the production, processing, transport and retailing of food. In Malaysia, food waste generation in 2002 was reported to be 7,650 tons per day. This value is expected to reach 13,500 tons per day by 2020 [23]. A survey conducted by the Consumer Association Penang among several restaurants in Penang has reported that 5 to 10% of cooked unsold food are thrown away each day (leftovers) and that the percentage of food ordered by customers and not eaten, becoming service or plate waste, is 10% [24].

Restaurants also generate solid waste through the use of packaging materials, such as service ware materials, corrugated boxes or paper, glass and plastics. The debate on the use of polystyrene emerged in the early 1990s because of the material base and contribution of polystyrene to the solid waste stream [20]. On December 1, 2012, the Penang State Government in Malaysia banned the use of polystyrene utensils and food packaging for all businesses in the state. All food service outlets in Penang must follow this policy; otherwise, their licenses will be revoked.

Air Emissions: In Malaysia, industries including power stations, motor vehicles and open burning activities are the main contributors to the growing air emissions in the country [25]. In 2010, a total of 38,211 industrial sources were subjected to the Environmental Quality (Clean Air) Regulations, 1978. The total number of industrial sources is much higher in 2010 than in 2009 due to the increase in development of industrial and manufacturing sector. Measuring the air emissions of a restaurant is difficult because the emission generated by the operation of restaurants is typically small compared with that of industries that produce goods [20]. Tobacco smoke or second-hand smoke is not an environmental issue in restaurants because smoking is prohibited in air-conditioned restaurants as enforced by the Malaysian government.

Water Emissions: With regard to water emissions, restaurant discharge contributes significantly to water pollution [20]. Restaurant discharge that contain heavy metals, pathogens, preservatives, fats, oil, grease and other chemicals may cause poisoning in aquatic organisms and human beings when such chemicals are discharged into the river system. In Malaysia, the number of polluted rivers increased from 54 in 2009 to 74 in 2010 [25]. The discharge and water waste from restaurant businesses have a significant effect on river pollution in Malaysia because most restaurants do not utilize fat, oil and grease traps. Instead, the discharge and water waste go directly into drains and rivers.

Food Safety: Food-borne diseases are one of the serious health problems in Malaysia [26]. The reported cases of food poisoning in Malaysia increased from 36.17 cases in 2009 to 44.18 cases in 2010 per 100,000 people [27, 28]. Most of the reported cases of food-borne diseases originated from outbreaks from institutions and schools, which are mainly caused by unhygienic procedures in food preparation and processing [29]. However, many cases are unreported because of the long reporting and monitoring procedures [29]. As a result, no official estimates are available for the number of annual food-borne outbreak cases as a result of dining in restaurants in Malaysia.

Refrigerants: A refrigerant is a chemical that is used to provide cooling in a heat transfer system. The refrigeration equipments use refrigerants such as chlorofluorocarbons (CFCs) and hydrofluorocarbons (HFCs), which are believed to contribute the ozone
depletion and global warming. Refrigeration equipment thus contributes indirectly through emission due to electricity consumption and directly due to the emission of refrigerants. To deal with CFC-refrigerants, food service operators have different options such as recycle refrigerants, retrofit equipment for CFC-free compounds, or replace equipment with CFC-free equipment [30]. In Malaysia, the electricity consumption of refrigeration equipment and the emission of refrigerants from restaurant operations contribute to environmental problems even though their impact is insignificant [31].

**Downstream Environmental Impact:** Downstream environmental impact focuses on the restaurant operator and the customer interface. Owing to an increased level of environmental awareness and concern, some environmentally conscious customers have translated their environmental attitudes into green purchase behavior and are willing to pay more for green products and services [5, 34]. Therefore, restaurant operators must offer products or services that are aligned with consumer preferences. They can offer food or menu items, such as organic food and use recycled-content packaging or biodegradable take-away containers, which are more convenient, health-oriented and manufactured in an environmentally friendly manner. Moreover, restaurants can communicate environmental information to customers by providing information in their menus or through restaurant displays.

**Green Restaurants:** Green restaurants are “new or renovated structures designed, constructed, operated and demolished in an environmentally friendly and energy-efficient manner” [35, p.119]. Basically, green restaurants differ from traditional operation-based restaurants. The former focuses on “reduce, reuse, recycle” activities and emphasises energy efficiency practices in restaurant operations [36].

**List of Green Practices in Restaurants:** In Malaysia, no specific environmental certification that is currently available for restaurant operators to apply and follow. Now, the green practices adopted by some of the restaurants are related to the green restaurant practices outlined in the Green Restaurant Association (GRA), where they focus more on “reduce, reuse, recycle” activities and emphasise on energy efficiency practices in restaurant operations. GRA was established in the United States. It is a non-profit organization that assists restaurants in becoming more environmentally friendly (www.dinegreen.com). GRA developed a comprehensive method based on ISO 14001 guidelines to enable existing restaurants and new industry entrants to apply and be awarded the green restaurant certification. According to the guidelines provided by GRA, restaurants must meet seven environmentaly friendly criteria to be recognised as a “certified green restaurant,” with a Green Restaurant Certificate to display in their establishments. These seven criteria are based on the practices of “water conservation and efficiency, recycling and composting, purchasing sustainable, local and organic foods,
pollution prevention, use of non-toxic and chemical products, sustainable furnishings and building materials.”

Several researchers adopted green restaurant practices based on the environmental criteria suggested by GRA and further conceptualised and factorised such practices into various dimensions in their studies. For instance, [37] focused on green food and environment. [38] focused on recycling and composting, energy saving equipment, environmentally friendly cleaning supplies and packaging and menu with choices of local and organic food. [11] emphasised on the green food, pro-environmental activities of restaurants and other aspects of traditional restaurant operation practices. [39] highlighted the green action, green food and green donation/giving. [40] investigated the traditional restaurant operations, conservation, organic food and carbon footprint reduction. Lastly, [41] constructed a framework of green restaurant practices that covers 10 categories of green restaurant practices associated with environmental, health and social concerns. These 10 categories of green restaurant practices were derived from the concept of corporate social responsibility.

Drivers of Green Practice Adoption: In this study, drivers are defined as motivation and inducements that motivate restaurant operator to adopt green practices in operating the restaurant. The drivers can be divided into four major characteristics; perceived innovation, organizational, external environment and individual environmental characteristics.

Perceived Innovation Characteristics: According to [42], innovations are ideas, practices, or concepts perceived as new to the potential adopters. The concept of green practices is not a new idea in the international arena. However, it is relatively new to the restaurant operators in Malaysia since it has not been fully implemented or enforced by the local authority. Diffusion of innovations (DOI) provides a framework to study firm’s motivation to adopt new practices. It includes the characteristics of innovation from four components, namely, complexity, compatibility, observability and relative advantages. First, complexity is the degree to which an innovation is perceived as difficult to understand and use. The more complex an innovation, the less likely it will be adopted [42]. Second, compatibility is the degree to which an innovation is perceived as being consistent with existing values, past experience and the needs of potential adopters. Third, observability is the degree to which the results of an innovation are visible to the firm. Observability is generally understood as the ability to foresee the overall effect of adopting the innovations. The easier it is for individuals or organizations to see the results of an innovation, the more likely they are to adopt it [42]. Fourth, relative advantage is the degree to which an innovation is perceived as better than the idea it supersedes or replaces. The higher the perceived relative advantage of an innovation, the more likely it will be adopted. Relative advantages mentioned most in adopting environmental innovations are cost savings, improvement of the firm’s reputation and sales volume or market share [43].

Organizational Characteristics: Resource-based View Theory focuses on the link between competitive advantage and the internal resources of the firms [44]. It emphasizes on the internal capabilities of the organizations in formulating strategies to achieve sustainable competitive advantages in their markets and industries. In other words, the internal capabilities determine the strategic choices an organization makes in competing in its external environment. From the resource-based view perspective, businesses will be willing to comply with environmental protection practices because they perceive benefits from doing so, such as sustaining competitive advantages [45, 46, 47].

In this study, the researchers aim to understand the effect of greenness and attitude towards change at the restaurant level that affect the decision to adopt green practices. Greenness at the organizational (i.e., restaurant) level can be defined as the awareness and the concern of the organization to protect the environment and the attitude of the organization towards sustainability [48]. Besides, [49] also defines greenness at the organizational level to be the organization’s commitment and involvement in environmental management practices by embodying the goals and ideas by shaping the ideas and values of the entire organization [49]. As for the required resources to go green, [44] studied how the elements of organisational characteristics such as size, location, greenness level, as well as the level of risk taking affected the intentions of Vietnamese hotel business to adopt green practices. According to them, organisational characteristics had a weaker relationship with the likelihood of adoption. In addition, out of five drivers examined by [50], only one
driver (greenness at the organizational Level) was found to have a positive and significant relationship with the EMS in 40 Malaysian hotels.

Next, attitude at the organizational level towards change (level of risk taking) is also a very essential driver that contributes to the decision making of future business direction for an organization. Attitude towards change as defined by [51] as the organization being able to enter new or established markets with new or existing goods, in which the organization can implement new ideas, services or practices. [44] also define attitude towards change is the same as innovations which are ideas, practices, or concepts perceived as new to potential adopters. [51] argued that organizations with greater capacity to innovate will be more successful in responding to their environments and develop new capabilities that lead to superior performance. Organizations whose cultures emphasize innovation when resources are available tend to implement more innovations and develop competitive advantage. Nevertheless, this variable was not significantly related to the comprehensiveness of EMS in 40 Malaysian hotels reported by [50]. Following the definition defined by [50], attitude towards change in this study is referred to the organization being able to enter new or established markets with new or existing goods, in which the organization can implement new ideas, services or practices.

**Individual Environmental Characteristics:** In this study, researchers focus on the three popular environmental constructs to explain the individual environmental characteristics, namely, environmental values, environmental attitudes and environmental behaviour. Value can be defined as “a desirable trans-situational goal varying in importance, which serves as a guiding principle in the life of a person or other social entity” [55, p.21]. In the context of environmental studies, a short version of 12 value items which consists of egoistic, altruistic and biospheric values derived from Schwartz’s Theory of Values (self-transcendence and self enhancement values) had been developed and tested to explain pro-environmental belief and behaviour intentions [56, 57, 58, 59]. Egoistic value is concerns for self, altruistic value is concerns for others and biospheric value cares for non-human elements. In this study, value orientations from the areas of egoistic, altruistic and biospheric values will be examined.

**External Environmental Characteristics:** According to [37], green initiatives should positively impact a restaurant performance and value because a firm needs to satisfy all stakeholders - including shareholders, employees, customers, the community, suppliers and the environment. The Stakeholder Theory [52] has been applied in several environmental studies to further explore other motivations externally besides financial and marketing benefits [53]. The social pressures from the actors in the market are the important determinants of a firm’s intention to adopt the environmentally friendly programs [54].

Applying the Stakeholder Theory, [41] revealed that willingness to charge higher prices for green practices was significantly affected by restaurant managers' personal preferences and involvement in green practices. Subsequently, a study conducted by [44] had applied the stakeholder theory and revealed that external environment characteristics such as level of competition, customer demand, government regulation were highly correlated with intention to adopt the EMS in the setting up of green hotels in Vietnam. Next, [50] had conducted a study to examine the barriers to the adoption of environmental management practices in the hotel industry. Via the multiple regression analysis, they reported that regulation/government, customer demand and level of competition were not significantly related to comprehensiveness of green practices. Therefore, it is interesting to discover if these characteristics will equally be important to gauge the intention of restaurant operator to adopt green practices in operating the restaurant in Malaysia.

**Individual Environmental Characteristics:** In this study, researchers focus on the three popular environmental constructs to explain the individual environmental characteristics, namely, environmental values, environmental attitudes and environmental behaviour. Value can be defined as “a desirable trans-situational goal varying in importance, which serves as a guiding principle in the life of a person or other social entity” [55, p.21]. In the context of environmental studies, a short version of 12 value items which consists of egoistic, altruistic and biospheric values derived from Schwartz’s Theory of Values (self-transcendence and self enhancement values) had been developed and tested to explain pro-environmental belief and behaviour intentions [56, 57, 58, 59]. Egoistic value is concerns for self, altruistic value is concerns for others and biospheric value cares for non-human elements. In this study, value orientations from the areas of egoistic, altruistic and biospheric values will be examined.

Next, Environmental attitude is a popular construct that has been extensively discussed and published in many environmental psychology studies [60]. [61, p.12] defined environmental attitude as the “psychological tendency that is expressed by evaluating perceptions of or beliefs regarding the natural environment, including factors affecting its quality, with some degree of favour or disfavour.” It is the sum of beliefs, affects and behavioral intention an individual has about environmental activities [62] and usually deals with the factors that affect its quality [63]. The concept has been utilized to measure the extent to which one wishes to be an important part of the natural environment [64, 65] defined environmental attitudes in a similar manner, namely, all environmental attitudes are related to the cognitive judgment of an individual to protect and promote the environment. Several researchers adopted
the terms “environmental attitudes” and “environmental concern” in a similar manner to measure the environment as a whole [66]. However, a number of scholars emphasised the differences between these two terms [2, 67, 68].

On the other hand, environmental behaviour refers to any action of an individual that minimizes the use of natural resources [69]. [70] defined environmental behaviour as behaviour that benefits the environment. It is generally judged in the context of the considered society as a protective measure for the environment or a tribute to a healthy environment [71]. It includes personal actions that contribute to the sustainable or diminished use of natural resources to improve the quality of the environment [69, 72] employed the term “environmentally significant behaviour” to describe “the extent to which it changes the availability of materials or energy from the environment or alters the structure and dynamics of ecosystems or the biosphere itself” (p.408). In addition, environmental behaviour can be divided into energy saving, recycling, water conservation and green purchase behaviour [73].

Research Framework and Hypotheses Development:
A research framework is proposed in Fig. 2 to examine the influence of innovation, organizational, external environment and individual environmental characteristics on restaurant operator’s intention to adopt green practices in operating the restaurant. Hence, the research hypotheses are developed and presented as follows:

H1: The perceived innovation characteristics on the green practices of restaurant positively affect the intention of restaurant operator to adopt green practices in operating the restaurant.

H2: The restaurant characteristics positively affect the intention of restaurant operator to adopt green practices in operating the restaurant.

H3: The external environmental characteristics positively affect the intention of restaurant operator to adopt green practices in operating the restaurant.

H4: The individual restaurant operator’s environmental values, attitudes and behaviour positively affect the intention to adopt green practices in operating the restaurant.
Research Methodology: This study takes the perspective of restaurant operator as unit of analysis. Both qualitative (first stage) and quantitative (second stage) approaches will be used in this study. To propose the areas of green practices that should be practiced in restaurants, a preliminary study with five restaurant operators from the casual dining structure will be carried out. Each of the interview sessions will be recorded.

Next, the restaurant operator operates the casual dining restaurants with a full service structure in Klang Valley (i.e., in Selangor and Kuala Lumpur) were selected for four reasons. First, full-service restaurants are the leading food service firms in Malaysia in terms of number of establishments and value [13]. These restaurants offer various options of food and beverages. Most important, the food and drinks in these restaurants are presented to the customer by the staff and patrons are expected to pay a premium price [74]. Second, the number of restaurants in Selangor and Kuala Lumpur is the highest in Malaysia, which consists of 24,233 and 15,801 respectively [75]. Third, Klang Valley consists of 7.2 million people, or more than a fifth of Malaysia’s total population [24]. Fourth, both owners and customers of casual-dining restaurants are easier to approach than those of fine-dining and quick-service restaurants.

Prior to the field study, a pilot study on 30 respondents will be carried out. This helps to ensure the reliability and validity of the survey questionnaire to be used. Next, the final refined questionnaires will be distributed randomly to a sample of 300 respondents, via face-to face method. Convenience sampling method was used in this study to ensure the largest possible sample with the least amount of administration. The survey form was collected immediately after completed by the participants. To ensure the validity of research instrument, this study adopts/adapts the research instruments from the previous related studies. The two items for intention to adopt (i.e., independent variable) were adapted from [10]. The five items for Regulation/Government was adopted from [54]. For Customer Demand and Level of Competition variables, this study adopts from [76] study with six items each to measure both of these variables. Moreover, this study adopted the items for Greenness at the Organizational Level from [48] by using five items to measure this variable. Attitude at the Organizational Level towards Change was adopted from [51] study with four items to measure this variable. Last but not least, a short version of Schwartz’s value scale with 12 items that conceived by Stern and colleagues [58, 78] was used to measure environmental values; 15 items of revised New Environmental Paradigm scale [77] was used to measure environmental attitudes; and 17 items adopted from [78] was used to measure environmental behaviour. The proposed research framework (Fig. 2) was analysed using Structural Equation Modelling (SEM).

Implication: The results of this study are expected to offer contributions in theory and practices. This study is expected to provide empirical evidence of the potential business value created by adopting green practices within the restaurant sector, which has been neglected in the past despite the restaurant daily operation had affected the environment negatively. The drivers that survey in this study can serve as an important motivation for the restaurant to adopt green practices or becoming “green” in operating the restaurant, thus help to build a positive green image and gain competitive advantages in the competitive business world. Besides, this study takes a significant step forward in advancing our understanding of green practice adoption in the Malaysian food service context, while previous studies have focused on manufacturing industry and more specifically the settings from the developed countries. By examining these relationships for restaurant business, results of this research can be generalized to a much broader service setting and makes an important contribution to existing environmental literatures. Moreover, this result also can give contribution to the policy makers to consider the feasibility of introducing green restaurant certification to make restaurants more environmentally responsible. Obviously, the trend of going green is not limited to manufacturing tangible green products and is slowly moving toward the service sector. Challenge lies in getting the restaurant operator to incorporate green practices as it requires understanding of the difficulties and motivations for such participation.

In addition, the decision of restaurants to embrace green practices in their operations affects the businesses of their upstream partners or suppliers. The demand for tangible green products directly encourages the production of green products from the manufacturing sector as well as improves the economic value of farmers who produce organically and locally grown food. In Malaysia, 1.2 million tons of agricultural waste is disposed into landfills every year [33]. Farmers can recycle these wastes into usable products, such as tableware for green restaurants, which leads them to a “win–win” situation. On the other hand, firms from the
The manufacturing sector can be encouraged to expand their operations to the restaurant sector if the buyers of green products are interested to spend more money on the organic food and environmental services that are being offered in green restaurants.

CONCLUSION

As a conclusion, there is a high need for restaurant operator to adopt green practices in the operation of restaurants in Malaysia. Therefore, it is essential to investigate the drivers that affect their intentions to adopt such practice. An in-depth understanding about the likelihood of green practice adoption from the perspectives of restaurant operator will greatly assist the policy makers and business players to work together to support and promote green restaurant establishment. This study is related to the National Key Economic Areas (NKEA) of Malaysian Government under the category of business services in two aspects: (1) Developing the environmental guidelines and creating demand for green products and services to spur business opportunities for professional and service providers, (2) Promoting the culture of conservation and efficiency in energy and water usage. Lastly, the joint efforts and cooperation from all parties will generate more sustainable consumption behaviour in the society and produce a healthier environment.

ACKNOWLEDGEMENTS

This study was funded by Ministry of Education Malaysia, FRGS 2014 (MMUE/140093).

REFERENCES


