Sustainability of food & beverage businesses: An investigation on environmental consciousness as a selection factor for choosing green restaurants in Jakarta, Indonesia

INTRODUCTION

Aim:
This study aims to investigate the influencing factors on consumers’ restaurant choice and examine whether they are consciously green

Objectives:
1. To critically assess the current consumer behaviour theories toward green restaurant business
2. To carry out primary research on consumers in Jakarta particularly based on their consciousness on environment
3. To draw conclusions and suggest recommendations to restaurant owners and operators about trends and developments concerning green consumers’ attitudes and behaviour towards restaurant choice

LITERATURE REVIEW

- Sustainability focuses on upgrading the quality of human life without damaging the environment and the potential of natural systems (Brundtland, 1987)
- Remarkable growth of the restaurant industry has caused critical environmental problems from excessive energy and water consumption, and the production of large amounts of non-recyclable trash and wasted food (Hu et al., 2013)
- Those with higher environmental concern would have vigorous intention to engage in pro-environmental behaviour (Cordano et al., 2003)
- A ‘green customer’ is a person who is interested in the environment (Sarmiento & Hanandeh, 2018)

METHODOLOGY

Sample:
100 people who lives/have been to Jakarta. Questionnaires are posted on google form and distributed online through social medias

REFERENCES


ANTICIPATED FINDINGS:
- Women are more environmentally conscious
- People aged 18 – 29 are more familiar with green practices in restaurants

Key words: Sustainability, Environmental sustainability, Green restaurants, Sustainable food, Green customer, Consumer Behaviour