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**Gen-Z WTP for dining at green restaurants - A study that investigates  
which factors have a positive impact on Gen-Z WTP for dining at  
green restaurants**

Course: Master thesis

Semester: 4<sup>th</sup> Semester

Study program: MSc. Economics and Business Administration (Marketing and Sales)

Supervisor: Holger Roschk

# Title page



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<b>Please tick relevant box</b> ➡	Project:	Master's Thesis:
<b>Study Programme:</b>	MSc. Economics and Business Administration (Marketing and Sales)	
<b>Semester:</b>	4 <sup>th</sup> Semester	
<b>Module:</b>	Master's Thesis	
<b>Group Number:</b>	7	
<b>Names + Student Number</b>	Name(s)	Student Number(s)
	Isak Mesic	20225052
<b>Submission date:</b>	03/06/2024	
<b>Project Title /Thesis Title:</b>	Gen-Z WTP for dining at green restaurants - A study that investigates which factors have a positive impact on Gen-Z WTP for dining at green restaurants	
<b>According to module description, the maximum number of characters/pages of paper</b>	144.000 Characters / 60 Pages	
<b>Number of characters/words/pages (Excluding Front page, Table of content, References and Appendix)</b>	110.407 Characters / 52 Pages	
<b>Supervisor (project/thesis):</b>	Holger Roschk	
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# **Abstract**

## **Purpose**

Consumers' demand for more sustainability in restaurants is increasing, and Gen-Z is the leading force behind this trend. In the UK, there is an increasing interest in sustainability, especially sustainability in the restaurant industry. The purpose of this study is to investigate which factors have a positive impact on Gen-Z WTP for dining at green restaurants. The author chose to focus on Gen-Z in the UK. The findings should also be able to give green restaurants insights into what impacts Gen-Z WTP for dining at green restaurants and how they can attract and target them better as customers.

## **Theoretical background/Methodology**

The author has identified that the TPB is very useful for investigating sustainable behavior, especially behavior towards sustainable restaurants. Besides the factors in TPB, the author has identified other key factors that could impact Gen-Z WTP, like environmental concern, healthy consciousness, and past experience. Based on the findings, the author created a conceptual framework to investigate the research question. The author takes an objective approach using deductive reasoning. The aim of this study is casual research, where hypotheses have been postulated that the author wants to accept or reject. A survey was conducted and distributed through the research provider Prolific to respondents in the UK.

## **Findings**

There were 129 respondents that participated in the survey. Testing Cronbach Alpha showed that all factors have reliable internal reliability. A correlation analysis highlighted that there is no multicollinearity, meaning there are no strong correlations among the predictors. A multiple regression analysis showed that factors like subjective norm (SN), environmental concern (EC), and past experience (PE) all have a significant positive impact on Gen-Z WTP for dining at green restaurants. However, factors like attitude (AT), perceived behavioral control (PBC), and healthy consciousness (HC) did not have a significant positive impact on Gen-Z WTP.

## **Abbreviations used in the thesis**

**Gen-Z** – Generation Z

**TRA** – Theory of reasoned action

**TPB** – Theory of planned behavior

**WTP** – Willingness to pay

**AT** – Attitude towards behavior

**SN** – Subjective norm

**PBC** – Perceived behavioral control

**EC** – Environmental concern

**HC** – Healthy consciousness

**PE** – Past experience

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# **1 Introduction**

This first chapter will be an introduction to the investigated research topic. The growing trend of sustainability and green restaurants will be discussed, and why Gen-Z was chosen as the target group for this research study. Furthermore, the research problem and the aim of this research study will be introduced.

## **1.1 Sustainability and the rise of green restaurants**

Consumers think more about their purchasing decisions and the impact it has on the environment. Consumers want to save and protect the environment, which is why they are ready to change their consumption behavior, and most consumers are prepared to pay more for a product/service if it is sustainable (Segal, 2023). Sustainability is a growing trend that will increase in the future, which is why many companies shift their focus towards creating more sustainable products/services. Companies have realized that consumers are very focused on sustainability, which is why it has become a key element in many companies' business strategies. Companies now want to highlight how their products/service are sustainable. A study by Deloitte in 2023 identified that using sustainable packaging was the most important sustainable initiative companies should implement in their businesses. The study also highlighted that 64% of the respondents believe the biggest environmental problem is plastic pollution since most packing is not sustainable (Dueñas, 2023).

Consumers want companies to focus more on sustainable packing. This can be done by using more environmentally friendly materials that are recyclable and stop using plastic in packaging, which is a big problem. Consumers want more transparency on how the product was produced, its origin, what it contains, and how it affects the environment. Consumers are curious about how companies carbon footprint impacts society and the environment. Consumers feel they lack the knowledge to make sustainable choices because there is often not enough information on product labels. If consumers are to make more sustainable choices, they need to be informed about the environmental impact the product or service has on the environment (Dueñas, 2023).

Sustainability and the environment are very important topics in today's society, especially when it comes to food choices and dining out. Consumers are now more than ever worried about the environment because they want to preserve the planet. Consumers realize that they need to change



their own consumption habits, which is why people now focus a lot on sustainable consumption. By making sustainable choices, people are able to reduce their impact on the environment. Sustainable food choices play an important role for consumers, which is why people now have higher demands for restaurants in terms of sustainability (Wolfe, 2022). Consumers also focus much more on their health and making healthy food choices. They are concerned with their health and what effect their food choices have on their long-term health. This is why elements like organic, vegan, and vegetarian food options are increasing in demand (Axworthy, 2024).

These new trends covering environmental awareness and health consciousness have motivated restaurants to evolve by becoming something new known as green restaurants. Green restaurants focus on being environmentally friendly to reduce their impact on the environment, but they also offer healthier and more nutritious food options (Namkung & Jang, 2017). A key part of being a green restaurant is having green practices in place. Green practices are in place to reduce the impact a restaurant has on the environment. Green practices in restaurants involve several aspects like food production, menu design, organic and vegan food options, use of materials, packaging, reducing energy consumption, recycling, and waste management (Jang et.al, 2011; Nicolau et al., 2020). Consumers are willing to pay more for sustainable restaurants, especially Gen-Z since they are very environmentally aware (Daus & Clement, 2023).

## **1.2 Sustainable food trends in the UK & Denmark**

British consumers want restaurants to be more sustainable because they want more sustainable choices when dining out. In 2023, YouGov surveyed over 2200 British participants. More than half of the respondents, 53%, want restaurants to make their sustainability practices more visible. They want the restaurants to clearly highlight how they are sustainable and what practices restaurants perform to reduce their impact on the environment. Doing something about food waste is important because 75% of the respondents indicated that, and 72% of the respondents want restaurants to cut down on using plastic. Brits want the food and ingredients to be local, since 69% of the respondents indicated this statement. The survey highlights that 32% are prepared to pay more if restaurants are sustainable and have sustainable practices in place. It is important for British consumers to protect the natural environment, which is why they want to reduce their impact by changing their food choices (Crowley, 2023).

In Denmark, similar tendencies towards sustainable dining are present, like in the UK. Danes are firm believers in sustainability and protecting the environment. Most people believe that action has to take place in order to preserve the environment for a more sustainable future. Especially young Dane's care about sustainability at restaurants (Koszyczarek, 2022). Young Danish consumers are most willing to pay more for dining at green restaurants among the Danish community according to a survey conducted by Epinion and Arla. Epinion is a very renowned market research company, and Arla is one of Denmark's biggest food companies. In 2022, Epinion and Arla surveyed 2.000 respondents through web interviews. The survey showed that 41% of the respondents are prepared to pay more money if restaurants make use of sustainable practices. What was interesting about the survey was that 50% want more organic food in restaurants, and 60% would like the food to come from local farms. Lastly, 63% would want to reduce food waste, and companies to use more sustainable packaging. Danes are supportive of sustainable practices because they are becoming more green and conscious of their food choices (Sehested, 2022).

### **1.3 Problem statement**

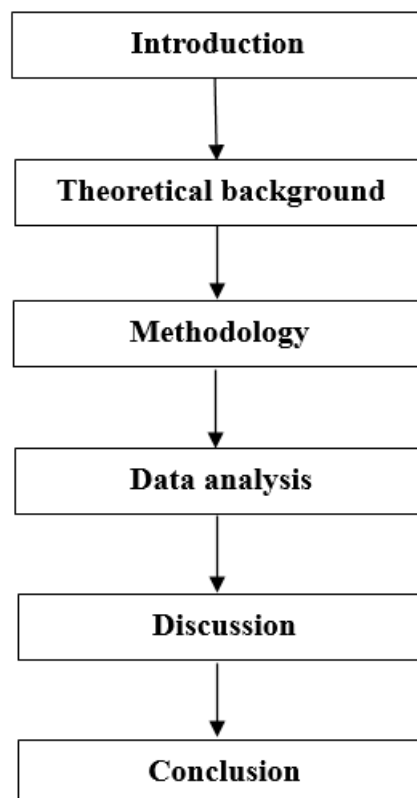
As time goes on, people's concern about the environment is growing because most people know that changes need to happen in order to preserve the environment for future generations. The climate is changing, and pollution is increasing, which has a very dangerous impact on the environment. In order to deal with these problems, people have realized they need to do something about their consumption in order to reduce their impact on the environment. The interest in sustainability is growing every year, and Gen-Z is the leading force (Marinier, 2023; Ulster University, 2023). Gen-Z is the generation that is more engaged and concerned about sustainability than the other generations. Compared to other generations, Gen-Z is more willing to be sustainable in their consumption and is prepared to pay for it, which is why Gen-Z was chosen as the target segment for this research study (Jahns, 2021).

The aim of this research study is to examine Gen-Z WTP for dining at green restaurants. The study also has practical use for green restaurants since the study tries to find out what factors have a positive impact on Gen-Z WTP. Green restaurants can use this knowledge in their marketing activities to attract more customers and target their customers better. WTP is what an individual is prepared to pay for a product/service, and it is the highest amount they are willing to spend (Breidert, 2006).

Based on previous research studies focusing on sustainable dining and sustainable buying behavior, the author has identified several factors that could have a positive impact on Gen-Z behavior and their WTP. In this research study, the author will highlight which factors impact Gen-Z WTP and prove it empirically through quantitative research if these factors actually impact Gen-Z WTP in a positive way or not. In the UK, consumers are very proactive about sustainability in restaurants, which is why this study will focus on Gen-Z in the UK. The research problem will be the following: Which factors have a positive impact on Gen-Z WTP for dining at green restaurants?

## 1.4 Structure of the thesis

**Figure 1: Structure of the thesis (Own creation)**



The introduction chapter introduces the research study and explains what the aim of the research study is. The theoretical background chapter explains the term generation, Gen-Z, the concept of sustainability, and sustainability within the restaurant industry. The chapter discusses the identified

factors and theories that could potentially impact Gen-Z WTP for dining at green restaurants. The methodology chapter covers the philosophy of science and methodological choices. The author also explains the research design, survey choices, and sampling technique used in this research study. The data analysis chapter covers descriptive analysis, reliability test, correlation analysis, and multiple regression. It highlights the six postulated hypotheses and whether they are accepted or rejected. The discussion chapter explains theoretical implications, practical implications, limitations, and future research. Lastly, there is the conclusion chapter, which summarizes the most important points of the thesis.

## **2 Theoretical background**

This chapter will cover the concept of the term generation, give an overview of the different generations, and most importantly, Gen-Z, which is the target group for this study. The term sustainability and sustainability within the restaurant industry are explained. The three factors environmental concern, healthy consciousness, and past experience will be discussed since the author has identified that they could potentially impact Gen-Z WTP for dining at green restaurants. TPB will be discussed since the factors within the theory could impact Gen-Z WTP. TPB is often used to predict behavioral intentions. However, in this research study, WTP will work as a proxy for intention. Lastly, based on the theoretical background, the author will create a final framework to answer the research question of this study. In Appendix 1, there is a literature overview of the literature used for creating the theoretical background. The overview is chronological, starting with the oldest and finishing with the newest literature.

### **2.1 The concept of the term generation**

People that live at the same time and have been through the same historical/social events are referred to as a generation. Between 20-25 years is the normal interval for a generation, because after 20-25 years, a new generation begins to emerge. People that are within the same generation usually have experienced the same historical and social experiences. A very interesting theory from Strauss and How originated in 1997 called generational theory. According to this theory, people within the same generation have comparable/similar views and values that remain the same over time. People that are part of the same generation often have comparable personalities, meaning that they often have the same opinion/view on things (Howe & Strauss, 1997). Based on the fact that

people within the same generation have gone through the same historical events and social experiences, it has impacted their views and values in the same exact way, which is why people in a generation are comparable. These similarities are very interesting for businesses and companies since people's consumption and behavior are also similar, which makes it easier to target a specific generation as a segment for companies (Li et al., 2013). There are different types of generations today, which are the silent (1928-1945), baby boomers (1946-1964), generation x (1965-1980), generation y (1981-1996), generation z (1997-2010), and gen alpha (2010-2024) (Cottrell, 2024).

### **2.1.1 An overview of the different generations**

#### **The silent**

The society we know and live in today was built by the silent generation. This generation experienced difficult hardships, like witnessing World War II. For this generation, elements like family, commitment, honesty, and working hard are very important aspects in their lives. This generation was not very educated since most of them had to work very young to help and provide for their families. In families, the husband was the main source of income and the breadwinner. This generation likes direct orders/instructions, trusts authority figures, and does not like change. People in this generation are very oriented towards their family, their job, and protecting tradition (Sarpong & Alsemgeest, 2023).

#### **Baby boomers**

Being loyal to their job is important for this generation. Aspects like economic security and stability are very important. This generation was the first to experience promotion initiatives from companies that focused on their needs. In most families, it was normal to have a TV and spend a significant amount of time each day watching TV. It was after World War II that there was a rise in fertility, which increased the living population (Sarpong & Alsemgeest, 2023).

#### **Generation x**

This generation unfortunately had to experience the great recession, which was an economic disaster for families. Experiencing this recession and the impact it had on their families made this generation much more aware of their consumption and their use of money. They wanted stability in their lives, which is why many started to save money for a rainy day or retirement. They were motivated by results and had an innovative view on things. It was normal to be divorced in this

generation, which also meant that people were forced to stand on their own economically (Sarpong & Alsemgeest, 2023).

### **Generation y**

This generation, also sometimes called millennials, was the first generation to experience technological advancement, which made them very comfortable using technology. They experienced firsthand how advanced computers, the internet, and video games became. This generation is different from the previous ones since they are more materialistic. They care about buying and owning things. They are also much more active on social media than the generations before them (Sarpong & Alsemgeest, 2023).

### **Generation alpha**

Generation alpha is the youngest generation today. They keep up with technological changes and trends since they are the first to react to new technologies. They focus on individuality and being different. They are also very comfortable using technologies since most of them are using many different technological devices from a very young age. They are also active on social media and like content that is visual (Chan, 2024).

### **Generation z**

In 2008, Gen-Z were still kids and had to witness firsthand the financial recession in their families, which made them more conscious of money. At that time, many families had money problems, which made them more worried about things like money. Seeing how their parents had money problems had an impact on how they viewed money. Members of Gen-Z are very concerned with saving money because it gives them security/stability. Gen-Z might not be as confident as the other generations, which is why they seek a secure job. They do not like to waste money and are more cautious about spending money on things they do not need. Gen-Z are also used to technology and are experts in this area since they have used many different technology devices since they were kids (Sarpong & Alsemgeest, 2023).

This generation is on the internet all the time and is a big user of social media. Members of Gen-Z are very social and like to work as a collective unit. They are very concerned with elements like global issues, climate change, and sustainability (Witte, 2022). They are worried about the planet and want to preserve the natural environment. They want their own future kids, grandkids, and

future generations to still have a planet where they can live long after they are gone from this world. They are conscious about their consumption since it has an impact on the environment (Sarpong & Alsemgeest, 2023).

### **2.1.2 Gen-Z the driving force of sustainable consumption**

Like mentioned earlier, Gen-Z is the driving force behind environmental change (Marinier, 2023). Gen-Z is the generation most worried about how their consumption impacts the environment around them. They are also much more direct, loud, and passionate about it compared to the other generations. A survey by Amnesty International in 2019 showed that Gen-Z is prepared to be more sustainable regarding their consumption if it can save the environment. The survey highlighted that Gen-Z is ready to change their behavior because they believe it will impact the environment in a positive way (Ulster University, 2023). A survey from First Insight in 2020 highlighted that 73% of Gen-Z are prepared to pay more money for sustainable products/services. Gen-Z stands out as the generation most willing to pay more compared to other generations when it comes to sustainability. According to the survey, they are prepared to pay 10% more for products/services that are sustainable (Jahns, 2021). Gen-Z is worried about the environment, which is why they want to be more conscious about their consumption, especially in regard to their restaurant and food choices. Their demand for sustainable practices and more healthy food options is increasing (Martinez, 2023).

In 2022, the International Food Information Council did a survey. It highlighted that 73% of Gen-Z believed they were the most proactive generation in regard to buying sustainable food options. Compared to the other generations, Gen-Z was clearly more loud, passionate, and proactive about making more sustainable choices. According to the survey, they were more conscious about the impact their food choices had on the environment than the other generations. Gen-Z is the leading force that advocates for more sustainable food options. Gen-Z wants to spread the word and make other people more aware of sustainability. The survey also revealed that Gen-Z cares about their health because 59% of Gen-Z said they had good health. Gen-Z cares about their food choices and the long-term effect it has on their health (Paipongna, 2023). They prefer healthy food options and demand nutritious food. A study by OnePoll, where 10.000 respondents participated, highlighted that vegan/vegetarian, and organic food options on restaurant menus are important for Gen-Z. According to the study, 77% of Gen-Z wanted restaurants to show on their menus how the different

food options impact the environment. They want to know where it is from, whether it was prepared sustainably, and how nutritious the food really is (Axworthy, 2024).

## **2.2 Sustainability**

It was between the 17<sup>th</sup> and 18<sup>th</sup> century that forest experts like Evelyn and Carlowitz introduced the idea of sustainability. Forests in Europe were disappearing as people were cutting down more and more trees. This is what started the concern regarding sustainability. People realized the environment had to be preserved and protected. It was in 1987 that a report known as the Brundtland Report introduced an idea/construct of how sustainability should be understood, which was something the whole world has acknowledged. The aim was to protect the needs of future generations while at the same time meeting the needs of current living generations. An important point is to ensure that current generations leave behind a world where future generations have a good living environment. Sustainability is made up of three fundamental pillars, which are economic sustainability, social sustainability, and environmental sustainability (Purvis et al., 2019; Mensah, 2019).

The focus of economic sustainability is to ensure needs for future consumption while still covering current consumption needs. In order to advance economic growth in the long run, economic initiatives/acts need to happen. In a society, economic growth is vital to ensure that the economy goes forward in a positive way. The economic initiatives/acts that need to happen should improve elements like people's income, companies' revenue, and overall employment in society, which will have a positive impact on society (Mensah, 2019).

Social sustainability focuses on being equal and everybody having the same rights. The aim is to make people feel healthy and safe by ensuring people's needs are met. Improving the community and the lives of everyone in it is the main point. From an employer's standpoint, happy and motivated people are more productive and less likely to become sick. It is essential to improve elements like healthcare, education, fair pay, fight against discrimination, people rights, and increase equality among genders (Mensah, 2019).

Environmental sustainability focuses on the current conditions of the environment, meaning is the environment in a good or bad place. In order to protect the current environment, the world needs to cut down on things like Co2 emissions, natural gas, waste, and pollution. People's health and the



natural environment are connected because elements like pollution raise the risk of diseases like cancer or heart problems. On farms, pollution can impact the produce that is growing and the animals that live there. Pollution affects the food supply, which later on can affect people's health after consuming it (Mensah, 2019).

### **2.2.1 Green restaurants**

All around the world, people are worried about the environment because the climate is changing. The sea level is rising, heat waves are increasing, and glaciers are melting away fast. The temperature worldwide is rising because of elements like Co2 emissions, gases, pollution, waste, and forest destruction. The disregard for dealing with these above-mentioned elements has a catastrophic impact on the climate and weather worldwide (Ulster University, 2023; Jahns, 2021). Consumers are becoming more aware of the environment but also their food choices. Now more than ever, consumers want to be more green in their restaurant choices (Tsamara Zahra, 2020). Consumers interest in sustainability is increasing, as is their demand for more sustainable food options. This increasing demand has motivated more restaurants to go green and become more sustainable (Chou et al., 2012; Nicolau et al., 2020).

The term green restaurant means running a restaurant in a sustainable way in order to reduce its impact on the environment. As climate change and sustainability are trending topics for most consumers, restaurants worldwide realize they need to act. Restaurants saw this as a golden opportunity to go green and focus on sustainable practices that would reduce their impact on the environment. There has been a growing rise of green restaurants that focus on sustainable practices because it separates them from regular restaurants. Consumers value sustainability, and it is a crucial strategy for green restaurants since it gives them a competitive advantage in attracting consumers. Consumers usually choose to dine at green restaurants because they believe it is a more sustainable choice and it has a positive impact on the environment (Namkung & Jang, 2017).

### **2.2.2 Green practices**

The aim of green practices is to highlight how restaurants are being sustainable in their business and how they reduce their impact on the environment. A very important point of green practices is to show consumers clearly how restaurants operate in a sustainable manner and highlight their contribution to reducing their environmental impact. It has become important for green restaurants

to have green policies in place and train their employees on upholding guidelines. It is important that restaurants commit to these practices/guidelines. These policies and guidelines also help consumers understand/comprehend how green restaurants are sustainable and actually protect the environment. There are several green practices that green restaurants can engage in, like sustainability in terms of menu design, food production, ingredients, use of materials, clothes, decoration, packaging, reducing energy, recycling, and waste management (Chung, 2016; Kim & Hall, 2020). Green practices can be categorized into four different areas, which are recycling and food waste, energy and water-efficient equipment, eco-friendly cleaning supplies, and menu sustainability (Jeong & Jang, 2010).

#### *Recycling and food waste*

Recycling focuses on how restaurants make use of recycling, and food waste focuses on reducing food being thrown out each day. It is vital for restaurants to have food waste programs and practices in place. Donating food to organizations, the homeless, and the less fortunate is an option. When working with recycling, using sustainable packaging is essential. Giving to-go biodegradable containers for leftover food to customers is an important step because it is sustainable recycling, and it reduces food waste. It is also important to recycle waste in terms of plastic, metal, cardboard, aluminum, and glass (Jeong & Jang, 2010).

#### *Energy and water efficient equipment*

Energy and water efficient equipment is all about optimizing the use of water and energy in restaurants. These optimization processes can be implemented in the dining area, the restroom, and the kitchen. It is possible to use water-saving toilets, taps that have motion-sensors, and water-less urinals since this kind of equipment reduces the use of water significantly. Focus on saving energy by using lighting bulbs that last longer, like CFL lights or LED lights. These CFL and LED lights could be used in every room of a restaurant. Using motion detectors that can turn on and off in restrooms would also be very effective in order to reduce the use of energy in the restaurant (Jeong & Jang, 2010).

#### *Environmentally friendly cleaning supplies*

Environmentally friendly cleaning supplies are all about using supplies that are not harmful to the environment. In fact, most normal cleaning products have a lot of chemicals that are harmful to the environment, and most people are not even aware of that. This means using specific cleaning

products for the dishes and cleaning in the restaurant. Also using specific cleaning products for cleaning the floor and table at restaurants (Jeong & Jang, 2010).

### *Menu sustainability*

Menu sustainability focuses on producing sustainable food options. There is a great focus on using organic food and produce because green restaurants want to avoid ingredients that are treated with pesticides and fertilizers. Restaurants focus heavily on more healthy food options by having more vegan/vegetarian options on their menu. Another important step would be to show nutrition or relevant food information on the menu options. Consumers want to know more about where their food comes from and what it contains. It is also important for restaurants to use local food because it reduces pollution and the use of fossil fuels. Restaurants want to achieve a better reputation and image by implementing green practices. Having a sustainable or green image in the consumer's mind would give green restaurants a competitive advantage over regular restaurants (Jeong & Jang, 2010).

### **2.2.3 WTP for green restaurants**

As consumers became more environmentally aware, their interest in green restaurants grew faster. Elements like the environment and health are important aspects of green restaurants. Consumers want to protect the environment and eat healthier, which gives green restaurants a competitive advantage over regular restaurants. Consumers feel better about themselves when they dine at green restaurants because they believe they have made a sustainable and healthy choice in dining at a green restaurant (Chou et al., 2012; Namkung & Jang, 2017). Green practices are what give the restaurants their competitive advantage and why consumers choose to dine there. Restaurants' green practices are very important (Chiciudean et al., 2024; Tommasetti et al., 2018).

A study by Namkung & Jang (2013) found that green practices like organic food, healthy food items, local ingredients, and biodegradable to-go containers for leftover food were important practices for consumers (Namkung & Jang, 2013). Another study by Namkung & Jang (2017) focused on consumers WTP for dining at green restaurants and showed that 68% of the respondents in the study are prepared to pay more to dine at restaurants that make use of green practices. It also highlighted that 26% of the respondents are prepared to pay 10% more to eat at a green restaurant.

This only goes to show how important green practices have become for restaurants. Consumers value sustainability and protecting the environment now more than ever (Namkung & Jang, 2017).

## **2.3 Environmental concern**

The focus of environmental concern is how worried/aware people are about environmental problems and the state of the environment. People that are environmentally conscious want to support and protect the natural environment. Most consumers believe that companies need to operate more sustainably to reduce their impact on the environment. Consumers are much more supportive of companies that operate in a sustainable manner (Dunlap & Jones, 2002; Liu et al., 2022). Consumers are becoming greener and more sustainable in their consumption since they are concerned about the environment and their impact on it. More and more consumers are now trying to make sustainable buying decisions and think about the consequences their buying behavior has on the environment (Webster, 1975; Chou et al., 2012).

Multiple previous research studies highlight that consumers are prepared to pay more for products that are environmentally friendly (Caruna, 2007; Trudel & Cotte, 2009; Van Doorn & Verhoef, 2011). There are multiple research studies where environmental concern was incorporated into the TPB to investigate sustainable buying behavior. Environmental concern has been used to study different buying behaviors, like behavioral intention towards green restaurants, green consumption, and purchasing organic food. Previous studies have shown that environmental concern has a positive effect on purchasing intention (Tsamara Zahra, 2020; Paul et al., 2016; Parashar et al., 2023).

Studies have shown that consumers are willing to pay more for green products if firms can prove and highlight green/sustainable practices (Kang et al., 2012; Namkung & Jang, 2017). Recent studies about WTP for green restaurants have shown promising results. Consumers' concern regarding the environment has a direct impact on their WTP more. This shows that restaurants need to focus more on green practices and highlight this to consumers because it has an important impact on them choosing to visit a green restaurant and actually paying more for it (Sarmiento & El Hanandeh, 2018; Shin et al., 2019). Young consumers are much more aware of the impact their purchase choices have on the environment. They also act a lot more pro-environmentally than older

consumers (Naderi & Van Steenburg, 2018). Gen-Z and Millennials are prepared to pay more for sustainable products than older generation groups (Hao et al., 2019; Kaufmann et al., 2012).

Previous studies have shown that environmental concern has a strong impact on consumers behavioral intentions towards sustainable restaurants. Consumers that have strong environmental values have positive behavioral intentions towards visiting sustainable restaurants. (Jang et al., 2015; Listyorini & Farida, 2022; Shin et al., 2017). Based on the above-mentioned previous research studies, the factor environmental concern was determined to be a relevant factor that can impact Gen-Z WTP for dining at green restaurants. The author postulates the following hypothesis, which will either be accepted or rejected later.

**H1: Environmental concern has a positive impact on Gen-Z WTP for dining at green restaurants.**

## **2.4 Healthy consciousness**

Consumers are getting more worried and conscious about their health and what they eat, which is also referred to as healthy consciousness. Restaurants have realized that health plays an important role in consumers food choices, which is why restaurants now focus more on serving healthy food (Namkung & Jang, 2014; Shin et al., 2019). Green restaurants focus on including a wider range of organic, vegan, or vegetarian food options on the menu (Chou et al., 2012). The popularity of organic, vegan, and vegetarian food options is increasing. Consumers now expect that restaurants focus on healthier and more sustainable food options. Consumers want to know where their food comes from and how it was prepared (Wang et al., 2013). Consumers that have a healthy consciousness usually care more about the environment and the food being sustainable. They are very keen on buying organic and eco-friendly food. Consumers that are healthy conscious are more interested and excited about dining at green restaurants than consumers that do not perceive themselves as conscious about their health. Consumers that have an emphasis on living a healthy lifestyle are more willing to buy sustainable food and spend more money on green products (Jang et al., 2011; Tarkiainen & Sundqvist, 2009).

Based on previous studies, it has been identified that healthy consciousness is a critical factor when consumers choose to visit a restaurant. When the consumer perceives the restaurant as being healthy and matches their lifestyle, they are likely to visit the restaurant (Kim, H. et al., 2013; Lee et al.,

2014). Consumers that really care about their health and lifestyle have a high WTP for dining at green restaurants (Dutta et al., 2008; Namkung & Jang, 2017). Young consumers are more concerned about their health and lifestyle than older consumers. Young consumers firmly believe that green restaurants match their lifestyle better and that it is a healthier choice compared to dining at regular restaurants (Schubert et al., 2010). Especially Gen-Z are very concerned with their health and the food they eat. According to a study by Nicolau (2020), Gen-Z WTP for dining at green restaurants is significantly and positively impacted by their healthy consciousness (Nicolau et al., 2020). Based on the above-mentioned previous research studies, healthy consciousness was determined as a relevant factor that can impact Gen-Z WTP for dining at green restaurants. The author postulates the following hypothesis, which will either be accepted or rejected later.

**H2: Healthy consciousness has a positive impact on Gen-Z WTP for dining at green restaurants.**

## **2.5 Past experience**

Past experience can really impact the behavior of a consumer. A study by Ouellette & Wood (1998) has shown that a consumer's past experience can impact their willingness to perform a behavior. If an individual has no existing experience with performing the behavior, then it is more difficult to act upon it because the behavior is perceived with uncertainty (Ouellette & Wood, 1998). Especially in the restaurant industry, past experience plays a pivotal role. In restaurants, intangible services like ambiance, interior, service time, convenience, and staff behavior are critical factors that consumers evaluate when dining out. Previous studies have shown that consumers rely on their past experiences when it comes to dining out. If consumers associate positive past experiences with the restaurant, they are likely to visit again, but if consumers associate negative experiences, they might never visit the restaurant again. This is an important indicator for restaurants because they have to make sure their customers have a satisfying experience. Experiencing a satisfactory experience will make customers more likely to come back again (Shishan et al., 2022; Moon, 2021). Based on the above-mentioned previous studies, past experience was determined as a relevant factor that can impact Gen-Z WTP for dining at green restaurants. The author postulates the following hypothesis, which will either be accepted or rejected later.

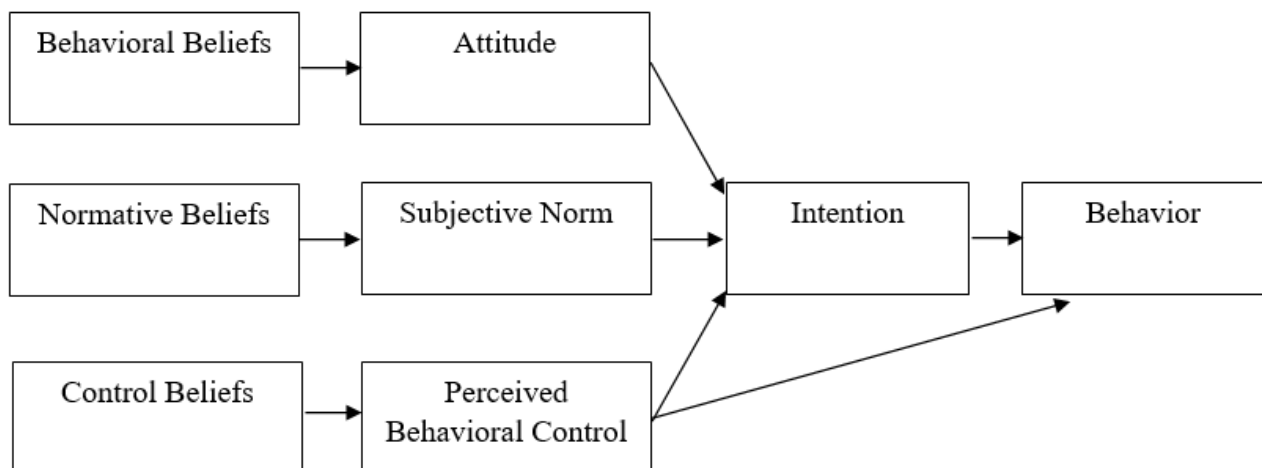
**H3: Past experience has a positive impact on Gen-Z WTP for dining at green restaurants.**

## **2.6 Theory of planned behavior (TPB)**

Icek Ajzen created the theory of planned behavior, which Ajzen did based on improving the theory of reasoned action that was created by Martin Fishbein in 1980. According to TRA, if an individual has positive thoughts, meaning a positive attitude towards a behavior, and truly believes people they value, like friends, family, or colleagues, would want them to act upon the given behavior, then the individual is likely to perform the behavior. Ajzen was fascinated by this theory but thought it needed something more, which is why he came up with a new improved model where he added a third important factor, which is perceived behavioral control. Ajzen believed that adding perceived behavioral control to TRA would improve the ability to predict behavioral intention better than before. This new, improved model was called the theory of planned behavior (TPB). Figure 2 highlights the theory of planned behavior. TPB was a very useful model for understanding and predicting consumers behavioral intention, examining if consumers would act upon a given behavior (Ajzen, 1991; Ursavaş, 2022).

If the behavioral intentions of an individual were strong towards performing the behavior, then they were very likely to act upon it. According to TPB, an individual needs to believe that it is their own doing that makes them perform the behavior, meaning the power of their own free will. Forcing an individual to perform a behavioral act is not possible, according to TPB. An important element of TPB is that an individual has the capability, opportunity, and ability to perform the given behavior. TPB is based on three different factors, which are attitude, subjective norms, and perceived behavioral control. Three different kinds of beliefs explain TPB, which are behavioral beliefs, normative beliefs, and control beliefs. Each one of these beliefs is connected to one of the three factors of the theory. Behavioral beliefs impact attitude, normative beliefs impact subjective norm, and control beliefs impact perceived behavioral control (Ajzen, 2005).

**Figure 2: Theory of planned behavior model (Ajzen, 2005, pp. 126-127)**



### 2.6.1 Attitude

Attitude is driven by the individual's own behavioral beliefs. To put it in simpler words, what are the consequences of performing the given behavior? An individual has to evaluate the consequences when performing a given behavior, and these consequences can either be positive or negative. How an individual evaluates these consequences will impact how they view/perceive their attitude on performing the behavior. Attitude focuses on how an individual evaluates performing a given behavior. An individual can either have positive or negative thoughts about engaging in the behavior, which is the key element of attitude. For example, if an individual believes engaging in the behavior and performing it will impact them or their life positively, then they are more inclined to perform the behavior. However, if an individual believes that engaging or performing the behavior will hurt them or impact their life in a negative way, then they are more likely to disengage and avoid performing the behavior. It is all about how an individual evaluates the outcome of performing the given behavior (Ajzen, 2005; Ursavaş, 2022).

Several research studies have found that attitude has a direct and significant impact on consumers visiting green restaurants. A study by Kim, Y. et al. (2013) and a study by Teng et al. (2014) highlighted that attitude was a strong indicator for predicting consumers behavioral intention towards green restaurants. This shows that consumers positive thoughts regarding dining at green restaurants have a strong impact on their willingness to perform the behavior (Kim, Y. et al., 2013; Teng et al., 2014). A more recent study by Tsamara Zahra (2020) focused on consumers buying intentions towards green restaurants. It was clear in the study that attitude had a direct positive impact on buying intention. It can be concluded that attitude is a strong predictor when it comes to



predicting consumers behavioral intentions towards green restaurants (Tsamara Zahra, 2020). Based on previous studies, attitude was determined as an important factor that can impact Gen-Z WTP for dining at green restaurants. The author postulates the following hypothesis, which will either be accepted or rejected later.

**H4: Attitude has a positive impact on Gen-Z WTP for dining at green restaurants.**

### **2.6.2 Subjective norm**

Subjective norm is driven by the individual's own normative beliefs. Normative beliefs are all about if an individual thinks/believes people they value or closest to them would want them to perform the given behavior. It is the people around an individual, meaning their inner-circle, also known as the reference group, that influence an individual's behavior. People in this reference group normally include family, friends, colleagues, and other people that the individual values. The aim of subjective norm is social pressure, since an individual often feels the pressure to act in a certain way that their inner-circle would approve of. The people around an individual shape and impact the individual's behavioral intentions. For example, if an individual thinks/believes that people in their inner-circle would approve of them performing the behavior, then an individual is more likely to perform the behavior. If an individual, on the other hand, thinks/believes that people in their inner-circle would disapprove of the behavior, then the individual would not perform the behavior. According to this factor, an individual often feels like they need some sort of validation/approval from their inner-circle when performing a behavior (Ajzen, 2005).

Reference groups like friends, family, and colleges can impact consumer behavior. Reference groups are often involved in purchasing decisions, especially when going out to eat at a restaurant. When people go out to eat, it is normally with someone like a boyfriend, friends, family, or colleges, which is why these reference groups can impact a person's dining decision (Engel et al., 1995; Kotler, 2000). A study by Raab et al. (2018) found that subjective norms have a direct positive impact on restaurants willingness to implement sustainable practices (Raab et al., 2018). Studies by Jang et al. (2015) and Liao et al. (2019) found that subjective norms have a positive impact on consumers behavior towards visiting environmentally friendly restaurants. This shows that consumers' choice to visit a green restaurant can be impacted by their family, friends, or colleagues (Jang et al., 2015; Liao et al., 2019). Based on previous research, the author has determined that subjective norm is a relevant factor that can impact Gen-Z WTP for dining at green

restaurants. The author postulates the following hypothesis, which will either be accepted or rejected later.

**H5: Subjective norm has a positive impact on Gen-Z WTP for dining at green restaurants.**

### **2.6.3 Perceived behavioral control**

Perceived behavioral control is driven by an individual's control beliefs. Control beliefs are all about if an individual is encouraged or discouraged from performing the given behavior. If there are factors that would encourage an individual, then they are likely to perform the behavior, and if there are factors that discourage them, then they are likely to not perform the behavior. These factors that can potentially encourage or discourage control beliefs are past experience, similar behavior, and reference groups. The aim of perceived behavioral control is to find out if the individual believes they have the capability, ability, and opportunity to act upon the behavior. An individual needs to believe it is their own decision to act and that it is not forced upon them. If an individual does believe that they have the capability, ability, and opportunity to perform the behavior, then they are likely to do so because they believe that they are in control, which is the whole point of perceived behavioral control (Ajzen, 2005).

Perceived behavioral control is an important factor when it comes to sustainable behavior and visiting green restaurants. According to several research studies, perceived behavioral control has a positive impact on consumers sustainable behavior and behavioral intention towards visiting green restaurants. This indicates that when consumers believe that they have the necessary ability and opportunity to act, they are more likely to visit green restaurants (Jang et al., 2015; Kim & Hall, 2019; Liao et al., 2019; Tsamara Zahra, 2020). Based on the above-mentioned previous research, the factor perceived behavioral control was determined as a relevant factor that can impact Gen-Z WTP for dining at green restaurants. The author postulates the following hypothesis, which will either be accepted or rejected later.

**H6: Perceived behavioral control has a positive impact on Gen-Z WTP for dining at green restaurants.**

#### **2.6.4 WTP (Willingness to pay)**

WTP will be used as a proxy for behavioral intention in the final framework. The maximum price a consumer is prepared to pay for a given product or service is referred to as the consumer's willingness to pay. It is the consumer's personal values and their financial standing that impact their WTP for a given product/service (Oke et al., 2023). Consumers are more likely to buy a product/service if there is a rising demand or interest in it. The market interest or market demand for a product is reflected by consumers WTP for it. Consumers extrinsic and intrinsic differences impact their WTP for a product. Factors that can be seen and observed, like age, income, or gender, are known as extrinsic differences. Factors that cannot be seen or observed and are more difficult to find are known as intrinsic differences. In order to find these differences, one has to ask personal questions about things like their personal opinions and values on a certain topic. To identify intrinsic differences in consumers, one needs to know them on a deeper personal level. By knowing consumers on a deeper level, one can identify relevant personal factors that impact their WTP. Either observations or surveys are usually used to measure consumers WTP. In this research study, the author makes use of a survey to investigate Gen-Z WTP for dining at green restaurants (Stobierski, 2020; Breidert, 2006).

#### **2.6.5 Limitations of Theory of planned behavior (TPB)**

It can sometimes be difficult to predict behavioral intention and behavioral outcomes based on TPB. According to TPB, an individual's behavior can be explained/predicted by their attitude, subjective norm, and perceived behavior control. This is problematic since behavior can be messy and complex, which is why these three factors might not be enough to determine behavioral intention. TPB acknowledges that factors like attitude, subjective norm, and perceived behavior control can be impacted by factors known as background factors. These background factors can be categorized into three categories: personal, social, and information. Elements like emotions, values, personality, and attitude are part of the personal category. Elements like gender, age, income, education, race, and religion are part of the social category. Lastly, elements like knowledge, experience, and media experience are part of the information category. However, it is difficult to work with these background factors in a practical sense since TPB does not explain how to use the background factors in the theoretical model (Ajzen, 2005).

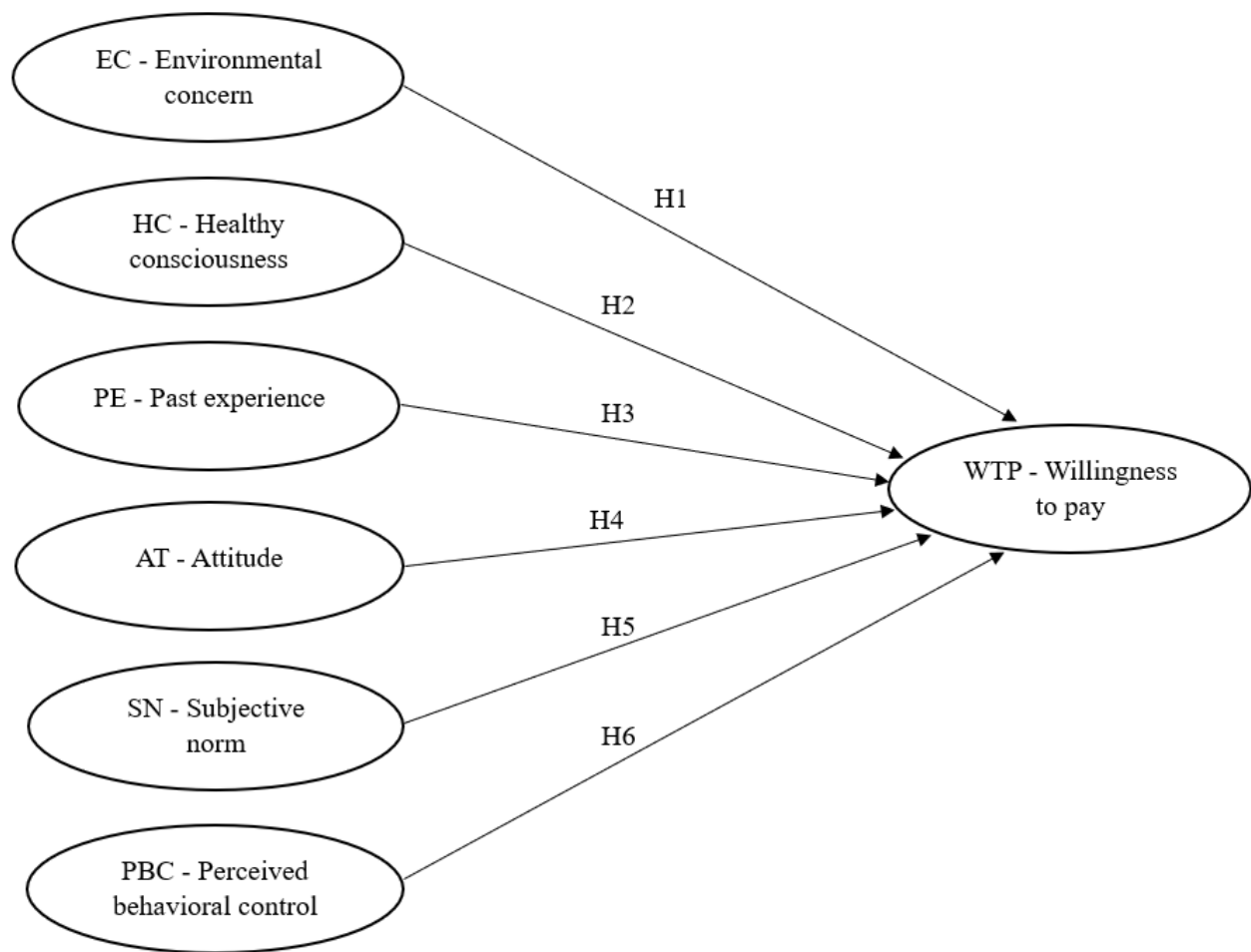
TPB provides an explanation of how the three factors attitude, subjective norm, and perceived behavior control impact behavioral intention, but no explanation of how factors like emotions, values, gender, or experience impact behavioral intention. TPB does not mention which background factors are important, how, or why they should be included in the model, which is problematic since they can have a significant impact on a person's behavior and their intention to perform the given behavior. These factors not being a part of the theory is problematic, which can make it difficult to capture an individual behavioral intention (Ajzen, 2005; Ajzen, 2011; Sniehotta et al., 2014).

Not all people have the ability, capability, or opportunity to act upon their behavior since some people might have mental problems which makes them unable to perform the behavior. Another factor that can impact an individual's behavior is the surrounding environment. Where an individual is at the time the behavior is being performed can impact their attitude, subjective norm, and perceived behavior control, and automatically the behavioral intention, which the TPB does not consider. For example, an individual might perform the behavior if they are outside with friends/family but might not be willing to perform the behavior if they were at home alone. As highlighted earlier above, attitude, subjective norm, and perceived behavior control all have the potential to impact Gen-Z WTP for dining at green restaurants. This makes TPB a useful framework for predicting Gen-Z WTP. However, a regular TPB is not enough to investigate this research topic, which is why the author has included three more factors to strengthen the final framework. The three factors included were environmental concern, healthy consciousness, and past experience (Ajzen, 2005; Ajzen, 2011).

## **2.7 Final framework**

Figure 3 highlights the conceptual framework the author has created based on the theoretical background to answer the research question of the study. The conceptual framework consists of six factors that could all potentially impact Gen-Z WTP for dining at green restaurants.

**Figure 3: Own conceptual framework (Own creation)**



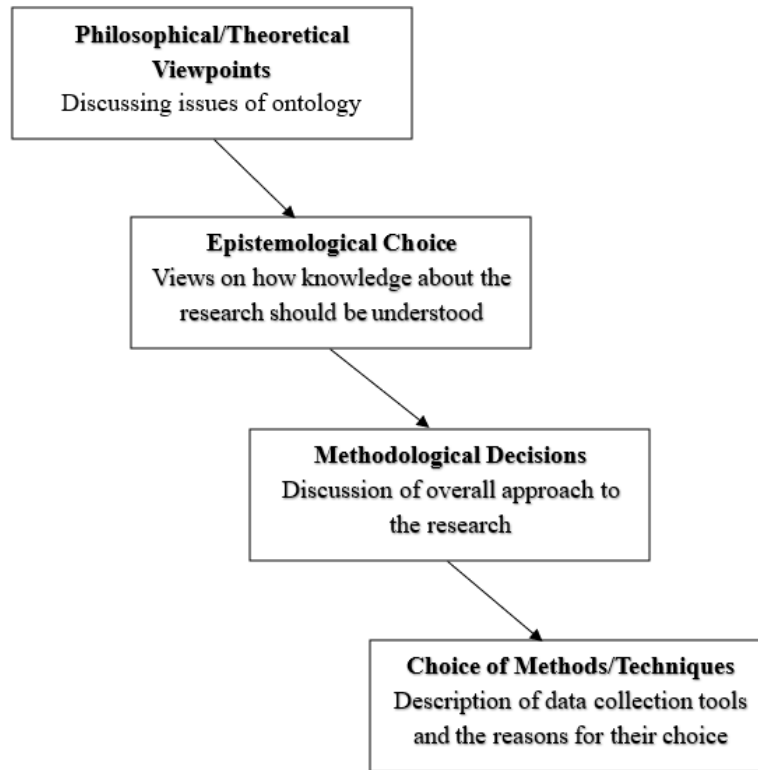
### 3 Methodology

This chapter will cover the philosophy of science, going in depth with ontology, epistemology, human nature, and the methodology that was used to answer the research question. The different philosophical elements and methodical choices will be explained by the author in this chapter.

The research design is the blueprint for how the research study is going to be performed. It focuses on ontology, epistemology, human nature, and methodological choices used to address the research question, gather, and analyze data, while also explaining the findings and conclusion of the research study. John Kuada's four levels model is used to make a framework for the methodology, as illustrated in Figure 4 below. Methodology is used to illustrate information gathering and finding new knowledge. The framework consists of these four levels, which can be seen in Figure 4. These four levels will be explained in greater detail in the next following sections. The aim with this is

that the reader gets an overview of the research design and methodological framework of the research study (Kuada, 2012).

**Figure 4: The four levels of understanding (Kuada, 2012, pp. 57-58)**



### 3.1 Philosophy of Science

Methods, foundations, and implications are what make up the philosophy of science. Methods focus on how knowledge is created and obtained in a scientific manner, which in the philosophy of science is referred to as epistemology. Foundations focuses on the ontology aspect of the philosophy of science. The aim of implications is the knowledge that is found and extracted, examining if the knowledge can be useful for practical applications (Kuada, 2012). A group of individuals that have the same views/perspectives can be described as a paradigm. The philosophy of science paradigm is a way of doing research (Egholm, 2014). Key elements include what is the aim of the research study, what relevant questions need to be asked, what approach is used to answer the research question, interesting insights, and practical applications of the findings (Kuhn, 1970). The classification of paradigms can be categorized into four categories: ontology, epistemology, human nature, and methodology, as illustrated in Figure 5 (Kuada, 2012).

**Figure 5: The objectivist approach & The subjectivist approach (Kuada, 2012, p. 72)**

<b>Dimensions</b>	<b>The Objectivist Approach</b>	<b>The Subjectivist Approach</b>
<b>Ontology</b>	Realism	Nominalism
<b>Epistemology</b>	Positivism	Anti-Positivism
<b>Human Nature</b>	Determinism	Voluntarism
<b>Methodology</b>	Nomothetic	Idiographic

In the philosophy of science, the impact of the objective approach and the subjective approach has been very strong and dominant. The focus of the objective approach is to measure, predict, being neutral and analytical. The focus of the subjective approach is to get deep insights and understanding into the research topic, where the author makes personal choices/assumptions, and findings are usually biased by their own understanding and interpretation (Andersen, 1990). The two paradigm dimensions will be explained by focusing on ontology, epistemology, human nature, and methodology (Kuada, 2012).

### **3.1.1 Ontology**

What does existence mean and how it can be explained is the focus of ontology. The aim of ontology is to investigate existence and its nature. The two main distinctions in ontology are realism and nominalism. According to realism, ideas and relationships exist, but people are not able to perceive them. Realism emphasizes empirical and physical information/evidence that can be examined and verified. According to nominalism, existence and reality are shaped by people interacting with each other. People are the creators of ideas and views, which makes it easier to function in a society. In this research study, realism was chosen as the most fitting solution. This research study focus on empirical data and being neutral in interpreting the findings (Kuada, 2012).

### **3.1.2 Epistemology**

Investigation and the nature of knowledge is referred to as epistemology. The focus is on how knowledge is gathered and created. The two main distinctions in epistemology are positivism and anti-positivism. Gathering knowledge in a scientific manner is the aim of positivism. In a research study, the author and the respondents being examined are unconnected. The researcher and the respondents stand separately, meaning they do not impact each other or their reality in any way. Hard physical and empirical facts are used to investigate and explain the findings of a research study. It is important to remain neutral and objective throughout the research study. Quantitative methods and experiments are often used in positivism. Predicting casual relationships is an important aspect of positivism. For example, do independent variables have a positive impact on a dependent variable. Anti-positivism views reality as being subjective and manipulative. In a research study, reality is viewed/perceived by the researcher and those involved in the interaction. Findings gathered using this approach are not perceived as objective. The researcher and the respondents can impact and manipulate each other, which can induce bias and make the findings subjective. This research study uses the positivism approach. This research study has identified factors that could potentially impact Gen-Z WTP. The aim of this study is to find out if these factors have a positive impact on Gen-Z WTP (Kuada, 2012).

### **3.1.3 Human nature**

How people behave and act as humans is referred to as human nature. The aim is to investigate the meaning behind being human. The environment people live in and the people within that environment are the focus point of human nature. The focus is on how people act in their environment and does it affect them. Human nature has two forms, which are determinism and voluntarism. Determinism focuses on that past/previous affects impact people's choice/behavior. Free will is controlled or restricted since previous outcomes/experiences influence people's behavior and decisions. The environment people live in is dictated and determined. Voluntarism is the opposite of determinism since the environment is not dictated or determined, and the choices people make are their own. People's decisions and behaviors are not influenced by previous outcomes/experiences. This research study uses the determinism approach. According to determinism, people's behavior and decisions are already made/determined, which means that behavior can be anticipated/predicted, which is what the author wants to find out by testing if the postulated hypotheses really have a positive impact on Gen-Z WTP (Burrell, 2016).



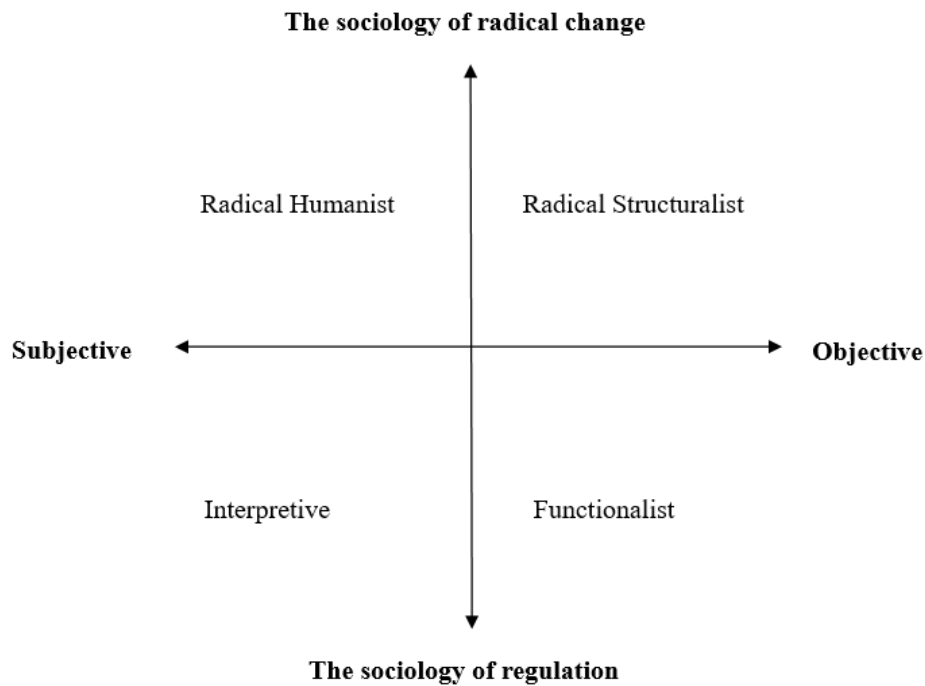
### **3.1.4 Methodology**

Methodology refers to how knowledge is gathered, and information is collected. The two main forms of methodology are the nomothetic approach and the idiographic approach. The nomothetic approach focuses on quantitative methods, which are experiments, interviews, surveys, and observation. There is a great emphasis on being neutral and making use of empirical hard information/facts to investigate the research problem. The idiographic approach focuses more on qualitative methods, which are biographies, participant observations, focus groups, and in-depth interviews. The emphasis of the idiographic approach is subjectivity, which means knowledge is gained through social interaction. This knowledge that is gained is usually biased since it is based on personal and subjective experience. This approach is appropriate if the author wants to go in depth with the research topic. It is useful to gather valuable insights since the point is for the respondents to share their opinion/perception, which they otherwise never would have shared. This research study uses the nomothetic approach. As mentioned earlier, the author has identified six factors that could impact Gen-Z WTP for dining at green restaurants. The investigation will show if these factors have a positive impact on Gen-Z WTP (Kuada, 2012).

## **3.2 The RRIF classification of Burrell and Morgan**

The RRIF classification is used to classify paradigms and social theory. The theory has sociology of regulation on one side and sociology of radical change on the other side of the spectrum. There are four paradigms, or ways of doing research. The four paradigms are used to help/guide the author in doing the research. Look at Figure 6, where there is an objective side and a subjective side. The objective side views the world in an objective way, where findings can be proven empirically in a scientific manner. The subjective side views the world in a subjective way, where people's perceptions/opinions shape the world. The last axis in Figure 6 has regulation on one side and radical change on the other side. Regulation focuses on how the world/society can be understood or explained. Its focus is social order, meaning what keeps a society together so it does not collapse. Radical change focuses on change and questioning the status quo. Change and questioning the world/society are focus points. Within this theory, there are four research paradigms, which are functionalist, interpretive, radical humanist, and radical structuralist (Kuada, 2012).

**Figure 6: Burrell and Morgan four paradigms model of social theory (Kuada, 2012, p. 82)**



Being systematic and neutral is important in the functionalist paradigm. There is order, and the world is controlled/determined. Functionalists try to investigate the research topic as it is right now. Functionalists see the world in a scientific way, where research needs to be measured/examined by using hard/physical facts. This approach is all about hard facts and measuring results. The interpretive see the world as stable because it is regulated. However, they have a subjective view since they believe that reality is created by people interacting with each other. The interpretive make use of qualitative research methods, and research is done in a subjective manner. This paradigm is all about the respondent's social interactions (Kuada, 2012).

People's social interaction with each other shapes the world, according to the radical humanists. Knowledge is shaped by people interacting with each other, and the world is seen as subjective. How people in a society act/behave is influenced by the most prominent/dominant views/beliefs in the society. Challenging and changing the world is the focus of radical humanist. Questioning the most dominant beliefs/view in a society is important. Keeping the world as it is right now is the focus of radical structuralist. The world is constructed and should not be changed (Kuada, 2012).

The purpose of this research study is to find out if the postulated hypotheses have a significant positive impact on Gen-Z WTP for dining at green restaurants. The author distances themselves

from the research study because the author wants to be objective and not bias the respondents' answers or the findings in any way. Based on this, using the functionalist paradigm makes the most sense because the author focuses on being objective and investigating the research topic through empirical quantitative research methods (Kuada, 2012).

### **3.3 Abnor and Bjerks's three methodological approaches**

Abnor and Bjerks have come up with the three approaches for gathering and understanding knowledge. There are three different approaches: the analytical approach, the systems approach, and the actors approach. In the analytical approach, the viewer is separated from the world they are seeing. From an epistemological standpoint, this approach focuses on tangible evidence that can be measured. Using this approach means to be neutral, and remove themselves from the respondents, and not influencing them in any way to bias the research study. Findings are interpreted/understood in an objective way by using logical thinking. Using this approach entails that the world is stable and predictable, which makes it possible to predict behavioral outcomes. This approach shares the same ideas/beliefs as the functionalist paradigm. The focus is on being objective and doing empirical research through scientific methods (Kuada, 2012).

According to the system approach, social communities and social groups are seen as a system that are made up of structures. Researchers that use the system approach make either use of one of the following two aspects or both at the same time, which are static structures and regular/nonregular processes. Features that exist in the system that are already there are called static structures. Structural effects that change the system are called processes. The aim of regular processes is progressive and active changes. In nonregular processes, the focus lies on challenging and moving away from the existing way of doing things. The knowledge that is gained from using this approach is only useful for a short period of time since the world is seen as unpredictable. Human interaction in the social system is the focus of this approach, and this social system is unpredictable. According to the actors approach, reality is shaped by people interacting with each other. People's reality is shaped by subjective opinions and by people talking to each other, sharing views, and trying to understand each other. The actor approach makes use of qualitative methods because the aim of this approach is to gain valuable deep insight and try to understand the investigative research topic (Kuada, 2012).

This research study makes use of the analytical approach since the author wants to be objective and focus on empirical quantitative methods. The author wants to find out if the identified six factors have a positive impact on Gen-Z WTP. This is why the analytical approach seems best suited for the research study (Kuada, 2012).

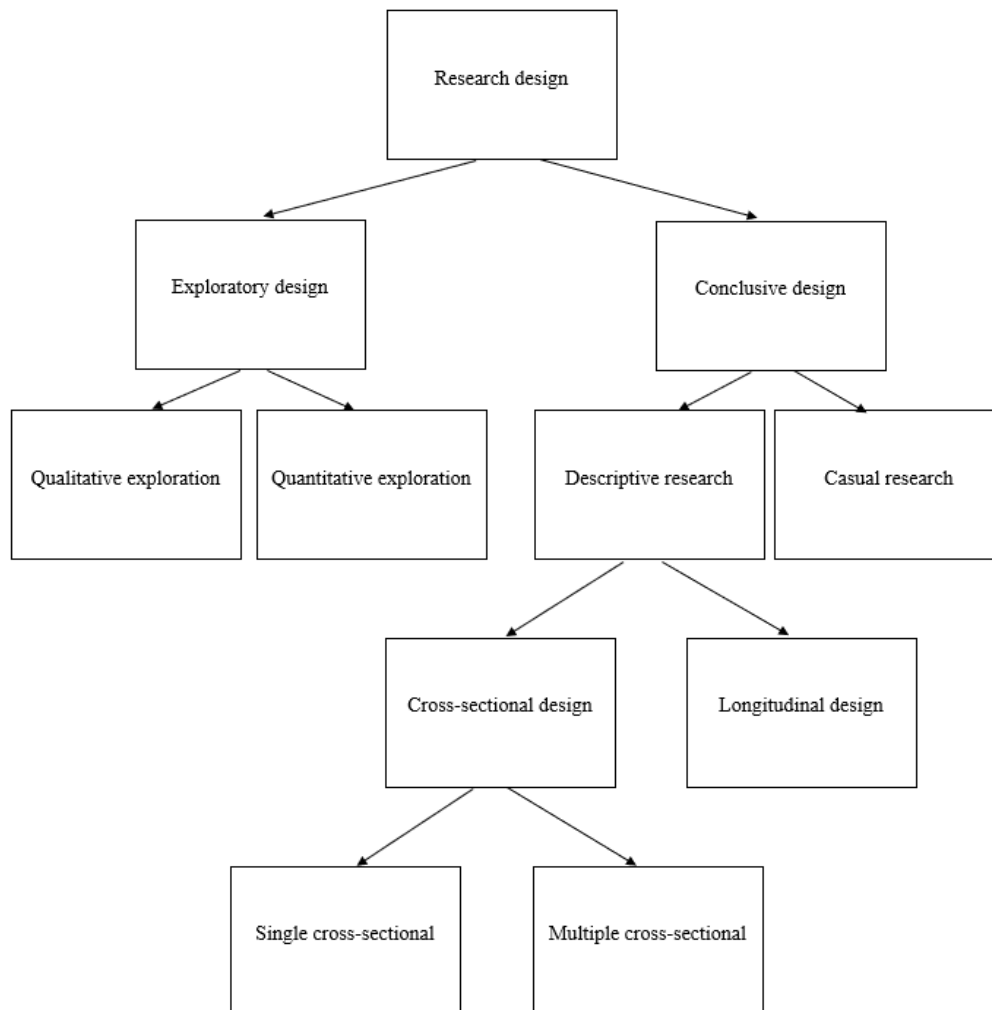
### **3.4 Research design**

How the research question is solved/answered is highlighted through the research design. The author can show how the research question is going to be investigated and solved. Exploratory and conclusive are the two ways of doing a research design. Down below in Figure 7, the research design is categorized and illustrated. The aim of exploratory research is to go in depth with the researched topic in order to extract valuable insights/understanding about the topic in question. In order to go in depth and gather valuable insights/understanding, exploratory research uses qualitative methods because it allows the author to ask more questions and get more detailed responses than quantitative methods can offer. Especially if the author is not able to find a lot of information/literature on the topic researched, then using exploratory research makes a lot of sense because the author needs to find relevant information on the topic. Doing conclusive research is all about measuring and testing existing theory. Often, the author postulates hypotheses based on already existing theory and then tries to either accept or reject these hypotheses. Information is gathered by using quantitative methods like experiments, observation, and surveys. This research study makes use of the conclusive research design. The aim of this project is to test if the identified factors have a significant positive impact on Gen-Z WTP for dining at green restaurants. Hypotheses have been postulated based on these factors, and the author wants to examine if these hypotheses can be accepted or rejected (Malhotra et al., 2012).

After choosing the conclusive design, the author needs to choose either descriptive research or casual research. The point of descriptive research is to describe the investigated topic; for example, study how consumers perceive a specific brand or product of a firm. The point of casual research is to study the association/relationship between variables, also known as the casual relationship. For this study, the author chose causal research because the aim of this research study is to investigate if the factors identified by the author have a positive impact on Gen-Z WTP for dining at green restaurants. Through the use of multiple regression, the study wants to find out if these identified factors can be used to explain the variance in the dependent variable, WTP. The independent factors

were identified based on previous research surrounding sustainable behavior and sustainable restaurant behavior (Malhotra et al., 2012).

**Figure 7: Research design classification (Malhotra et al., 2012, p. 87)**



### **3.4.1 Research approach**

This part is about the research approach, which will be described in more detail. The three different research approaches are inductive, deductive, and abductive. These approaches explain how authors gather information, analyze data, and interpret results in a research study (Rezaul et al., 2022).

#### **Inductive approach**

The inductive approach focuses on gaining insights and deep understanding, which can then be used to create a new theory on the researched topic. In this approach, the author begins with observations as the author gathers data/information. The gathered information is then analyzed, and the author can create a theory based on the results from the research study. This approach is very often used in qualitative research where there is not much existing information/knowledge available on the researched topic in question. Deep insights are usually gathered by using qualitative research methods like diaries, focus group interviews, and in-depth interviews. These methods go much deeper, where relevant knowledge can be gathered because respondents can share their private and deepest opinions/views on the investigated topic (Rezaul et al., 2022).

### **Deductive approach**

The deductive approach focuses on already existing theory. The aim of this approach is measuring and testing theories/models. The author has usually found already existing theory or information that could answer the research question of the research study. The author goes out to collect data to try and measure/test the already existing theory. Data is collected through quantitative methods like experiments and surveys. Based on the already existing theory, the author often postulates hypotheses that can either be accepted or rejected through statistical analysis like multiple regression. Testing hypotheses and trying to predict outcomes is the aim of the deductive approach (Rezaul et al., 2022).

### **Abductive approach**

In the abductive approach, the author often starts out with interesting information/data and then tries to find a theory that fits the results. This approach is a mix of both the deductive and the inductive. This approach starts off with existing theory. The next step is to gather data and then analyze the data. This approach can be used for two purposes. The author can create a new theory based on the findings or test an existing theory (Bryman, 2012).

The deductive approach is used in this research study. There is already a lot of existing theory and information on the research topic that the author wants to investigate. Based on several academic articles about sustainable restaurants and sustainable buying behavior, relevant theories and factors were identified as relevant for the research study. Hypotheses based on these factors have been postulated, and the purpose of this research study is to find out if the author can accept or reject that these factors have a positive impact on the WTP for dining at green restaurants (Rezaul et al., 2022).

### **3.4.2 Survey construction**

In order to answer the research question and the postulated hypothesis, the author chose to create a survey. SurveyXact was used to make the survey for the research study. There are 32 questions in the survey, and all of the questions are closed-ended. The first four questions are background questions, as shown in Appendix 2. The next part of the survey are the 28-Likert scale questions that were created based on the six independent factors identified in the theoretical background chapter and the dependent factor WTP, as shown in Figure 8 below. The use of closed-ended questions is practical for this research study since the author wants to gather quantitative data and do statistical analysis by testing hypotheses. Close-ended questions are very often used when investigating consumer behavior because they are practical from a statistical standpoint and easy to visualize. Data that is collected this way is much easier to measure. It is also easier and faster for respondents to answer closed-ended questions, which will make it possible to get more respondents. For the author, it is also more practical to conduct statistical analysis on close-ended data (Rezaul et al., 2022; Kuada, 2012).

In this research study, a Likert scale is used to create the survey. When trying to investigate behavior, attitude, and opinions of consumers, a Likert scale is very often chosen. The author has identified many research studies that make use of the Likert scale in their investigation. By using a Likert scale, the author can analyze and find relationships/meaning in the data, which is why it is fitting for quantitative research and the author's research study. The use of a Likert scale ensures that the data is gathered in a consistent way. Most of the academic articles used for describing the theoretical background make use of the Likert scale, which makes it a very reliable tool to investigate Gen-Z WTP (Chiciudean et al., 2024; Jang et al., 2011; Tsamara Zahra, 2020).

**Figure 8: Factors and items in the survey**

Factors	Items
<b>AT</b>	<ul style="list-style-type: none"> <li>- <b>AT1:</b> I have a favorable attitude towards dining at green restaurants</li> <li>- <b>AT2:</b> I have a positive attitude towards dining at green restaurants because it is beneficial for my health since they focus on organic and vegan food options</li> <li>- <b>AT3:</b> I have a favorable attitude towards dining at green restaurants because they have a positive impact on the environment since they manage packaging, recycling, energy, and food waste in a sustainable way</li> <li>- <b>AT4:</b> I have positive thoughts about dining at green restaurants because the food quality is high since they avoid ingredients that are treated with chemicals</li> </ul>
<b>SN</b>	<ul style="list-style-type: none"> <li>- <b>SN1:</b> People that are important to me would want me to dine at a green restaurant</li> <li>- <b>SN2:</b> My family can influence my decision to dine at green restaurants</li> <li>- <b>SN3:</b> My friends recommend green restaurants to me</li> </ul>
<b>PBC</b>	<ul style="list-style-type: none"> <li>- <b>PBC1:</b> I believe I have the ability to dine at green restaurants</li> <li>- <b>PBC2:</b> If I have the desire to dine a green restaurant, I am confident that I can act on my desire and dine at a green restaurant</li> <li>- <b>PBC3:</b> It is my own decision to dine or not dine at green restaurants</li> <li>- <b>PBC4:</b> I see myself capable of dining at green restaurants in the future</li> </ul>
<b>EC</b>	<ul style="list-style-type: none"> <li>- <b>EC1:</b> I see myself as an environmentally friendly consumer</li> <li>- <b>EC2:</b> I want to save and protect the environment</li> <li>- <b>EC3:</b> I am willing to make sacrifices to protect the environment</li> <li>- <b>EC4:</b> I believe that companies should take measures to protect the environment</li> </ul>
<b>HC</b>	<ul style="list-style-type: none"> <li>- <b>HC1:</b> It is important for me to choose food carefully to ensure good health</li> <li>- <b>HC2:</b> I am concerned with the long-term health effects of my food choices</li> <li>- <b>HC3:</b> I exercise multiple times every week to strengthen my health</li> <li>- <b>HC4:</b> I think of myself as a healthy conscious person</li> </ul>
<b>PE</b>	<ul style="list-style-type: none"> <li>- <b>PE1:</b> I am experienced with dining at green restaurants</li> <li>- <b>PE2:</b> I dine at green restaurants at least once a month</li> <li>- <b>PE3:</b> I have positive experience with dining at green restaurants</li> </ul>
<b>WTP</b>	<ul style="list-style-type: none"> <li>- <b>WTP1:</b> I would be willing to pay more to dine at green restaurants because I have a favorable attitude towards dining at green restaurants</li> <li>- <b>WTP2:</b> I would be willing to pay more to dine at green restaurants because my friends and family would approve of mine decision</li> <li>- <b>WTP3:</b> I would be willing to pay more to dine at green restaurants because I believe it is my own decision to dine at green restaurants</li> <li>- <b>WTP4:</b> I would be willing to pay more to dine at green restaurants because I believe that it would have a positive impact on the environment</li> <li>- <b>WTP5:</b> I would be willing to pay more to dine at green restaurants because I believe that it would have a positive impact on my health and lifestyle</li> <li>- <b>WTP6:</b> I would be willing to pay more to dine at green restaurants because I have positive experience with dining at green restaurants</li> </ul>

There are multiple ways the Likert scale can be used, and the two most used forms are the 5-point scale and the 7-point scale. The 7-point scale gives the respondents more options, which can provide more insightful answers from the respondents (Sauro, 2010; Rezaul et al., 2022). For this study, the author chose the 7-point Likert scale since it is used in many of the articles used to describe the theoretical framework for this study. This scale is very useful to investigate consumer behavior regarding sustainable restaurants since Kim & Hall (2020), Liu et al. (2022), and Tsamara Zahra (2020) all used it in their studies to investigate consumer behavior towards sustainable restaurants. This highlights how useful this scale can be to investigate Gen-Z WTP. The 7 options



for the Likert scale in the survey are “Strongly Disagree”, “Disagree”, “Some what disagree”, “Neutral”, “Somewhat agree”, “Agree”, and “Strongly Agree”. These are the options the respondents can choose to express their opinion on the different statements in the survey (Kim & Hall, 2020; Liu et al., 2022; Tsamara Zahra, 2020).

### **3.4.3 Sampling technique**

Probability sampling and non-probability sampling are the two techniques used to gather data in quantitative research. Probability sampling really focuses on the results being representative, which is why sampling is performed in an unsystematic manner by chance to lower the chance of bias in the research study. Generalization is very important in probability sampling, which is also why research studies making use of this sampling technique are more generalizable. Non-probability sampling is more about the authors own subjective ideas and opinions on how data should be gathered. The results are often not representative since the data is not gathered in an unsystematic way or by chance. For this research study, the author has chosen probability sampling. The four methods of probability sampling are simple random sampling, systematic sampling, stratified random sampling, and multi-stage cluster sampling (Malhotra et al., 2012).

By using simple random sampling, everyone in the target group has the opportunity to participate in the study, and the distribution of the survey is performed randomly. Authors that use this method use survey distributors that have a large target group where the survey is available for many participants. Systematic sampling does remind of simple random sampling, and it is also easier to perform. The respondents in the target population are given a number, and then the author chooses numbers at random to collect answers. Stratified random sampling is all about splitting the population into subgroups. It is important that each subgroup has the same number of responses. This is relevant if the author wants an equal amount of males and females, an even age or income distribution in the sample. This is done to ensure that one subgroup does not dominate the sample. The author decides the number of respondents for each subgroup. Cluster sampling, like stratified sampling, splits the population into subgroups. Unlike stratified sampling, where respondents are chosen at random in each subgroup, cluster sampling selects a whole subgroup in a random manner (Bryman, 2012; Malhotra et al., 2012).

Simple random sampling was used for this research study. The author decided to distribute the survey through the research provider Prolific. At the time the survey was distributed, there were

more than 10,912 active respondents in the UK between the ages of 18-27, as shown in Figure 9. Figure 9 shows the number of eligible participants in the UK that the provider Prolific has access to. Respondents were randomly selected based on this sample, meaning everyone had the same opportunity to participate in the survey (Malhotra et al., 2012).

**Figure 9: Screenshot of active participants in the UK from my own survey study in Prolific (Study Details, 2024)**



### 3.5 Evaluating the research quality

#### Reliability

Reliability focuses on that results can be recreated if they were to be done again using the same approach/method, which is why elements like consistency matter. If a researcher tried to recreate the results from a previous research study, then the results should be the same if the study is reliable to begin with. The two elements that make up reliability are internal and external reliability. Internal reliability looks at if the results found in the research are constant and do not change over time. The focus is on measuring variables through statistical tests to see how they perform. Internal reliability can be examined by either Cronbach Alpha or a split-test (Malhotra et al., 2012; Mcleod, 2023).

**Figure 10: Cronbach Alpha level of reliability (Dalyanto et al., 2021)**

<b>Cronbach's Alpha Score</b>	<b>Level of Reliability</b>
0.0 – 0.20	Less Reliable
>0.20 – 0.40	Rather Reliable
>0.40 – 0.60	Quite Reliable
>0.60 – 0.80	Reliable
>0.80 – 1.00	Very Reliable

Finding out if the questions in a survey actually measure the same thing is what Cronbach Alpha is used for. It examines internal consistency and internal reliability (Tavakol & Dennick, 2011). Figure 10 shows the different levels of reliability. According to the book by Field (2011) and Kline (1999), the Cronbach Alpha needs to be at least 0.7 to be considered reliable. The article by Dalyanto et al. (2021) highlights the same that Cronbach alpha needs to be at least 0.7. If Cronbach alpha is lower than 0.7, then the variables tested cannot be considered reliable since the questions in the survey most likely are not measuring the same thing or what the study is trying to measure (Field, 2011; Kline, 1999; Dalyanto et al., 2021). The split half method examines if all the different variables have the same impact on what the study is trying to measure. The aim of the split half method is to separate the test into two elements, which will make it possible later to compare the results of these two test. The aim is to find out if there are differences between the two tests. If it is revealed that the tests are the same or at least close to each other, then there is internal reliability. This method can also be used to verify/confirm reliability. However, it is difficult to do since the author needs a large enough sample that can be separated into two parts because the author needs to compare the two results to each other (McLeod, 2023; Malhotra et al., 2012).

External reliability focuses on whether the results from the research study are likely to stay the same over time. There are two tests to examine external reliability, which are test-retest and inter-rate reliability. The test-retest examines if doing the same research at different times would impact the consistency of the results in the research. For example, doing a survey with some respondents today and, six months later, doing the same survey with the same respondents again to see if the results are still the same. If the results are the same or at least very close to each other, then external reliability is present in the findings. However, it does take a lot of time and patience to use this method because the research is ongoing. Inter-rate reliability is mostly used in observational research because it makes use of qualitative methods. If two or more researchers that are performing

the same research focusing on the same problem agree on what they are observing, then inter-rate reliability is present in the research study (McLeod, 2023; Malhotra et al., 2012).

## **Validity**

Does the research study really measure what it says it measures? This is the focus of validity. The three kinds of validity are construct validity, internal validity, and external validity. The aim of construct validity is to find out if a research study truly measures what it says it measures. The methodological choices the author has made for the research study are an important aspect here. The author has used a top-down approach in the research study since the focus of this study is deductive reasoning. The author has, based on already existing theory, identified factors that could impact Gen-Z WTP for dining at green restaurants. There was already a lot of literature/information on the topic, which is why the conclusive research approach was chosen. Having a deductive approach meant the author had to use quantitative research methods to gather data (Bryman, 2012; Malhotra et al., 2012).

The causal relationship between two variables, like the independent and dependent variable, is the focus of internal validity. Both the independent and dependent variables in a search study must be defined in order to reach internal validity. Internal validity examines if there is a relationship between the variables, and the author must highlight/prove if there is a relationship or not based on statistical analysis like multiple regression. Can results that are found in a research study be generalized to other situations/environments? This is the focus and key element of external validity (Bryman, 2012). What is really important is the sampling technique that is used in the research study because it has an important impact on external validity. In order to reach external validity, the sampling technique chosen must be representative, which is why the author has chosen random sampling in this research study (Andrade, 2018).

## **4 Analysis**

This chapter will start off with a descriptive analysis of the data. The author will test the internal reliability of factors by testing Cronbach Alpha. Then a correlation analysis will be performed to ensure that there is no multicollinearity among the factors. Lastly, a multiple regression analysis will be conducted to examine if the identified factors by the author actually have a positive impact on Gen-Z WTP for dining at green restaurants.

## 4.1 Descriptive analysis

The first four questions in the survey are background questions. The purpose of the background questions is to gather information about who the respondents in the survey are. The background questions are categorized into four categories: gender, age, education, and income. The demographic characteristics are illustrated in Figure 11 below.

**Figure 11: Demographic characteristics (Own creation based on SPSS output)**

<b>Demographic</b>	<b>Outcome</b>	<b>Number of responses</b>	<b>Percentage</b>
<b>Gender</b>	Male	53	41,1%
	Female	76	58,9%
	Other	0	0%
<b>Age</b>	18	2	1,6%
	19	7	5,4%
	20	15	11,6%
	21	9	7,0%
	22	12	9,3%
	23	7	5,4%
	24	18	14,0%
	25	14	10,9%
	26	25	19,4%
	27	20	15,5%
<b>Education</b>	No finished education	0	0%
	Primary school	3	2,3%
	High school	46	35,7%
	Vocational education	12	9,3%
	Bachelor's degree	51	39,5%
	Master's degree	17	13,2%
<b>Income</b>	0-10.000 Pounds	42	32,6%
	10.000-20.000 Pounds	22	17,1%
	20.000-30.000 Pounds	37	28,7%
	30.000-40.000 Pounds	13	10,1%
	40.000-50.000 Pounds	11	8,5%
	Above 50.000 Pounds	4	3,1%
<b>Total</b>		129	100%

### Gender

As illustrated in Figure 11, there were three gender options in the survey: male, female, or other. There were 76 (58,9%) female respondents and 53 (41,1%) male respondents that participated in the survey. Nobody in the survey used the gender option other. The total number of respondents that completed the whole survey is 129. The survey was distributed through Prolific using simple

random sampling. There is a higher response rate of female respondents in the survey, which could indicate that female respondents were more interested in the research study than men were.

### **Age**

The research study focuses specifically on Gen-Z, which is why the study only focuses on respondents within this age range. The age range for Gen-Z in 2024 is 12-27 years. In Prolific, the respondents must be at least 18 years old to participate, which is why the study used a screener that would only allow respondents in the age range of 18-27 to participate in the survey (Who can participate in studies on Prolific, 2024). For the following part, please look at Figure 11. The youngest respondent in the survey was 18 years old, and the oldest was 27 years old, which is within the age range for Gen-Z. There is a good distribution of answers between the ages of 20-27. It is clear from Figure 11 that the oldest among Gen-Z were more inclined to participate in the survey. The 27-year-olds and the 26-year-olds account for a large part of the respondents. The age groups 26 and 27 account for 34,9% (19,4%+15,5%) of the respondents. There is a limited number of respondents in the age groups 18 and 19, which is 7% (1,6%+5,4%). This could indicate that the youngest members of Gen-Z were not that interested in participating in the survey.

### **Education**

The educational background of the respondents is illustrated in Figure 11. There are no respondents with no finished education, meaning everyone has finished some sort of education. Only 3 respondents have finished primary school, which accounts for 2,3% of the sample. There were 46 (35,7%) respondents that have finished high school, and they are the second biggest group in the sample. There were 12 (9,3%) respondents that have finished vocational education. There were 51 (39,5%) respondents that have finished a bachelor's degree. Lastly, there were 17 (13,2%) respondents that have finished a master's degree. A large part of the sample has finished a higher education, either a bachelor's degree or a master's degree, and account for 52,7% (39,5%+13,2) of the sample. Given that there are a large number of respondents in the age range of 24-27 it would make sense that a lot of the respondents have either finished a bachelor's or master's degree. Since more than half of the respondents have finished either a bachelor's or master's degree, one could say the respondents in this sample are well-educated.

### **Income**

The income level of the respondents is illustrated in Figure 11. There were 42 (32,6%) respondents that make 0-10.000 Pounds a year. There were 22 (17,1%) respondents that make 10.000-20.000 Pounds a year. There were 37 (28,7%) respondents that make 20.000-30.000 Pounds a year. There were 13 (10,1%) respondents that make 30.000-40.000 Pounds a year. There were 11 (8,5%) respondents that make 40.000-50.000 Pounds a year. Lastly, there were 4 (3,1%) respondents that make above 50.000 Pounds a year. It is clear that most respondents' income is somewhere between 0-30.000 Pounds a year, which accounts for 78.4% (32,6%+17,1%+28,7%) of the sample. This makes sense since most of the respondents have only finished high school, a bachelor's degree, or a master's degree, meaning some of them are students or just starting their business career.

**Figure 12: Mean values (Own creation based on SPSS output)**

<b>Mean Values</b>		
	<b>Mean</b>	<b>N</b>
AT	5,1802	129
SN	3,8887	129
PBC	5,4535	129
EC	5,0950	129
HC	5,0814	129
PE	3,4552	129
WTP	3,9788	129

Figure 12 shows the mean values. The mean ranges from 3,45 (PE) to 5,45 (PBC). The average answers indicate that respondents somewhat agreed with the statements of AT, PBC, EC, and HC. The average in AT indicated that Gen-Z has a favorable attitudes towards dining at green restaurants. The average in PBC indicates that it is important for Gen-Z to feel that they have the ability to dine at green restaurants and that they believe it is their own choice. The average in EC indicates that members of Gen-Z are environmentally conscious and want to protect the environment. The average in HC highlights that Gen-Z cares about their health and focuses on making healthy choices. The average for WTP is almost neutral, meaning that Gen-Z WTP is neutral. The average for SN indicates that Gen-Z somewhat disagrees that family/friends have an impact on their decision towards dining at green restaurants. The average response in PE indicates that Gen-Z members do not visit green restaurants that often, and average Gen-Z members do not have positive past experiences they can relate to.

## 4.2 Reliability Test

In this study, a reliability test was performed to make sure the results are consistent. So, if someone were attempting to recreate the results of the author's research study, it could be done using the same settings, and the results should remain the same. The author wants to test the internal reliability to ensure that the different factors are consistent in a test, which is why Cronbach Alpha was measured. As mentioned before, according to Field (2011) and Kline (1999), Cronbach Alpha is reliable at 0.7. If Cronbach Alpha is below 0.7, then it cannot be considered reliable (Filed, 2011; Kline, 1999; Dalyanto et al., 2021). All the values in Figure 13 are above 0.7, which means that the internal reliability and internal consistency of the different factors are reliable. The factors AT, EC, PE, and WTP are all very reliable because their Cronbach Alpha values are between 0.80-1.00. The factors SN, PBC, and HC are also reliable since their Cronbach Alpha values are above 0.7 (Dalyanto et al., 2021).

**Figure 13: Cronbach Alpha test (Own creation based on SPSS output)**

<b>Factor</b>	<b>Number of items</b>	<b>Cronbach's Alpha</b>
AT	4	0,872
SN	3	0,723
PBC	4	0,787
EC	4	0,858
HC	4	0,719
PE	3	0,827
WTP	6	0,947

## 4.3 Correlation

Before conducting multiple regression, it is important to determine if multicollinearity exists because that can be problematic. If multicollinearity is present, it reduces the estimated coefficient precision, which has an impact on the regression model. If there is multicollinearity, it is difficult to trust the p-values in the regression model. This can be especially problematic when interpreting the independent predictors since their p-values can be affected by multicollinearity, making it difficult to trust the predictors p-values. If there is a strong correlation between two or more predictors, then



multicollinearity is present. In multiple regression, there are usually many independent predictors, and if there are predictors that have a high correlation with each other, it can impact the regression model. If the correlation coefficient between two predictors is 1, that means they are perfectly correlated; in other words, perfect collinearity exists. The estimated coefficients in a regression model are not seen as unique/distinctive if there is perfect collinearity. It is important to perform a correlation analysis between the predictors to make sure there is no strong correlation between the predictors and to make sure there is no multicollinearity present (Field, 2011; Malhotra et al., 2012).

To examine the strength between two predictors, it is useful to perform a correlation analysis.

Pearson's is the most used and popular correlation coefficient analysis to perform when examining the strength between predictors. In regression analysis, Pearson's correlation is often used.

Pearson's correlation is used to test the relationship between the different predictors to make sure they do not correlate, which could cause problems later on in the multiple regression analysis. The correlation coefficient values are always between -1 and 1. The correlation coefficient values should never be above +1 or below -1. If a correlation coefficient is exactly 1, this means total positive correlation. If a correlation coefficient is -1, this means total negative correlation. Lastly, if a correlation coefficient is 0, this means there is no correlation (Field, 2011; Kenton, 2022).

Looking at the Pearson correlation in Figure 14, all the values are above -1 and below 1, which is good, meaning there are no total positive and no total negative correlations between the predictors. By checking the correlation matrix, multicollinearity can be examined, and if there is no strong correlation between the predictors, meaning correlation above 0,8, then there is no multicollinearity present. Checking the correlation matrix in Figure 14, all the correlation values are below 0,8, which means there is no multicollinearity (Field, 2011; Shrestha, 2020).

**Figure 14: Correlation matrix (Own creation based on SPSS output)**

		WTP	AT	SN	PBC	EC	HC	PE
Pearson Correlation	WTP	1,000	,459	,483	,354	,475	,242	,496
	AT	,459	1,000	,512	,521	,657	,452	,501
	SN	,483	,512	1,000	,384	,502	,328	,500
	PBC	,354	,521	,384	1,000	,479	,294	,395
	EC	,475	,657	,502	,479	1,000	,495	,458
	HC	,242	,452	,328	,294	,495	1,000	,438
	PE	,496	,501	,500	,395	,458	,438	1,000
Sig. (1- tailed)	WTP	.	<,001	<,001	<,001	<,001	,003	<,001
	AT	,000	.	,000	,000	,000	,000	,000
	SN	,000	,000	.	,000	,000	,000	,000
	PBC	,000	,000	,000	.	,000	,000	,000
	EC	,000	,000	,000	,000	.	,000	,000
	HC	,003	,000	,000	,000	,000	.	,000
	PE	,000	,000	,000	,000	,000	,000	.
N	WTP	129	129	129	129	129	129	129
	AT	129	129	129	129	129	129	129
	SN	129	129	129	129	129	129	129
	PBC	129	129	129	129	129	129	129
	EC	129	129	129	129	129	129	129
	HC	129	129	129	129	129	129	129
	PE	129	129	129	129	129	129	129

As seen above in Figure 14, all the correlation coefficients are positive, meaning that all the variables are positively correlated. The strongest correlation is found between EC and AT, which is 0,657. This is a strong relationship because the coefficients between the intervals 0,60-0,79 are considered strong. There is a moderate correlation between the following predictors: WTP/AT, WTP/SN, WTP/EC, WTP/PE, AT/SN, AT/PBC, AT/HC, AT/PE, SN/EC, SN/PE, PBC/EC, EC/HC, EC/PE, and HC/PE since all the correlations are between 0,40-0,59. There is a weak correlation between the following predictors: WTP/PBC, WTP/HC, SN/PBC, SN/HC, PBC/HC, and PBC/PE since all correlations are between 0,20-0,39. There are no very weak correlations since there are no correlation values below 0,2. In Figure 14 the p-values in the correlation matrix are significant at level 0,01, and all the p-values are below 0,01, which means the correlations are significant (Papageorgiou, 2022; Field, 2011).

#### 4.4 Multiple regression

Examining the relationship between one dependent variable and either one or more independent variables is the purpose of a regression analysis. An important aim of regression analysis is to examine if independent variables can explain a significant variation in the dependent variable. Meaning, can either one or more independent variables predict the outcome of the dependent

variable. Testing the actual strength of the relationship between two variables is another use for regression analysis (Field, 2011, Cohen, 2002). Regression that only makes use of one independent variable and one dependent variable is known as simple regression. A regression that uses one dependent variable and two or more independent variables is known as multiple regression. If there are two or more independent variables that can impact a dependent variable, then it is appropriate to perform a multiple regression analysis. According to Field (2011), there should be 10-15 observations for each predictor in the regression model. This research study uses six predictors in the multiple regression model, which means there should at least be 60-90 observations. There are 129 observations in the model, which means there is enough data to conduct a multiple regression analysis (Field, 2011).

The method used in the regression analysis is forced entry, also known as enter in SPSS. In this method, all predictors are put into the regression model at once. There have to be theoretical reasons for choosing the selected predictors for the regression model, meaning the author needs to have some sort of strong assumption that they could have an impact on the dependent variable. All six predictors were chosen based on previous research, as it was explained in the theoretical background chapter. The enter method is useful when testing theories, like in this study, the impact of the six identified factors on Gen-Z WTP. The SPSS output for the entry method can be seen in Appendix 2, Figure 15. Figure 15 in Appendix 2 highlights the predictors entered in the regression model as independent predictors. In Appendix 2, Figure 16, there is an ANOVA box. The ANOVA is used to assess if the overall regression model is statistically significant. The regression model is significant since the p-value (Sig.) in figure 16 in Appendix 2 is lower than 0,05 (Field, 2011).

**Figure 17: Model summary (Own creation based on SPSS output)**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,610 <sup>a</sup>	,373	,342	1,18001

a. Predictors: (Constant), PE, PBC, HC, SN, EC, AT

R Square and Adjusted R Square show how much of the variability in the dependent outcome WTP can be explained by the six independent predictors. It is also referred to as goodness of fit, meaning

how the observation/data fit the multiple regression model. In a perfect scenario, R Square and Adjusted R Square are the same or at least close to each other. There is a small difference between the two 3,1% ( $0,373 - 0,342 = 0,031$ ). R Square is 0,373, which indicates that 37,3% of the variance in WTP can be explained by the six independent predictors PE, PBC, HC, SN, EC, and AT, as shown in Figure 17 (Field, 2011).

**Figure 18: Coefficients for the multiple regression (Own creation based on SPSS output)**

**Coefficients<sup>a</sup>**

Model		B	Std. Error	Std. Beta	t	Sig.	Tolerance	VIF
1	(Constant)	,023	,730		,031	,975		
	AT	,153	,155	,104	,988	,325	,460	2,172
	SN	,260	,115	,205	2,267	,025	,627	1,595
	PBC	,066	,133	,044	,500	,618	,677	1,476
	EC	,294	,144	,212	2,037	,044	,476	2,099
	HC	-,155	,121	-,111	-1,283	,202	,688	1,454
	PE	,312	,104	,275	3,012	,003	,616	1,623

a. Dependent Variable: WTP

Figure 18 shows specifically which predictor variables significantly predict the outcome of the dependent variable. Also, how do the predictor variables impact the dependent variable. Looking at Figure 18, it is clear that the predictor variables SN, EC, and PE significantly predict Gen-Z WTP for dining at green restaurants since all the p-values are lower than 0,05. However, predictor variables AT, PBC, and HC have a higher p-value than 0,05, which means AT, PBC, and HC do not significantly predict Gen-Z WTP for dining at green restaurants. The B values show how the predictors impact Gen-Z WTP for dining at green restaurants. For example, as the predictor variable PE increases by one unit, the dependent variable WTP is predicted to increase by 0,312 (Field, 2011).

Figure 18 can also be useful to check if there exists multicollinearity. This can be checked by VIF and the tolerance values. The tolerance value should not be below the range of 0,1-0,2. Tolerance values below the range of 0,1-0,2 mean that there exists multicollinearity. Looking at the table, all the tolerance values are well above the range of 0,1-0,2. VIF values should not be greater than 10, which the VIF values of the predictor variables are not. Based on this, it can be concluded that multicollinearity does not exist (Field, 2011).

**Figure 19: Outcome of the postulated hypothesis (Own creation)**

<b>Postulated hypothesis</b>	<b>Unstandardized Coefficients B</b>	<b>Sig. (P-Value)</b>	<b>Result</b>
H1: EC has a positive impact on Gen-Z WTP for dining at green restaurants	,294	,044	Hypothesis accepted
H2: HC has a positive impact on Gen-Z WTP for dining at green restaurants	-,155	,202	Hypothesis rejected
H3: PE has a positive impact on Gen-Z WTP for dining at green restaurants	,312	,003	Hypothesis accepted
H4: AT has a positive impact on Gen-Z WTP for dining at green restaurants	,153	,325	Hypothesis rejected
H5: SN has a positive impact on Gen-Z WTP for dining at green restaurants	,260	,025	Hypothesis accepted
H6: PBC has a positive impact on Gen-Z WTP for dining at green restaurants	,066	,618	Hypothesis rejected

## 5 Discussion

The discussion chapter is divided into three parts. First, a theoretical discussion of the theory and factors used to create the framework and its usefulness. Then there is a practical discussion of how green restaurants can make use of the knowledge found in this research study. Lastly, there is a discussion about the limitations of the study and suggestions for future research.

### 5.1 Theoretical discussion

The concern about protecting and preserving the environment is growing. Gen-Z is very proactive on that matter since they are the generation most willing to do something about it. Gen-Z has realized that their consumption, especially food consumption, needs to change. Consumers now demand more sustainable food options, which is why the rise of green restaurants is increasing. The aim of this research study was to find and investigate which factors have a positive impact on Gen-Z WTP for dining at green restaurants. Theories and factors were identified based on previous research that focused on sustainable food choices and restaurant choices. TPB was often used to investigate sustainable behavior, especially restaurant behavior. According to previous research described in the theoretical background, all three factors contained in the TPB were important since attitude, subjective norm, and perceived behavioral control could all potentially impact Gen-Z WTP for dining at green restaurants. The author also identified three more factors that could impact Gen-Z WTP, which were environmental concern, healthy consciousness, and past experience, based on

previous research explained in the theoretical background. Hypotheses were postulated based on these six factors. The aim of this study was to determine if these factors have a positive impact on Gen-Z WTP for green restaurants or not.

### **Environmental concern**

As shown in Figure 8, environmental concern was used to investigate if members of Gen-Z were environmentally conscious. The aim with environmental concern was to see if they cared about the environment, were willing to protect it, and make sacrifices. The multiple regression analysis confirmed that environmental concern has a positive and significant impact on Gen-Z WTP for dining at green restaurants. This finding shows that Gen-Z is environmentally conscious. Gen-Z is environmentally aware, and green restaurants match their environmental values in regard to protecting the environment. This makes them willing to spend more money on dining at green restaurants.

### **Healthy consciousness**

Healthy consciousness was used to measure how concerned Gen-Z were with their health and choosing healthy food choices, as highlighted in Figure 8. The multiple regression analysis showed that healthy consciousness did not have a significant impact on Gen-Z WTP for dining at green restaurants. This shows that Gen-Z concern about their health and choosing healthy food options does not impact their WTP more for dining at green restaurants.

### **Past experience**

Past experience was to measure how experienced Gen-Z were with dining at green restaurants and if they had positive past experience with dining at green restaurants, as shown in Figure 8. The multiple regression analysis confirmed that past experience has a positive and significant impact on Gen-Z WTP for dining at green restaurants. This means if members of Gen-Z have prior experience or positive past experience with dining at green restaurants, then they are willing to pay more for it.

### **Attitude**

The aim with attitude was to measure if Gen-Z has a favorable attitude towards dining at green restaurants. Key elements that were investigated were the restaurant's green practices, as shown in Figure 8. Focusing on whether the restaurants' green practices impact their attitude towards dining at green restaurants in a favorable/positive way. The multiple regression analysis showed that

attitude did not have a significant impact on Gen-Z WTP for dining at green restaurants. This means that Gen-Z's favorable attitude towards dining at green restaurants does not impact their WTP more for it.

### **Subjective norm**

Subjective norm was used to investigate if important people in Gen-Z's inner circle, like family, friends, or colleges, have an impact on their choice to dine at green restaurants, which is highlighted in Figure 8. The multiple regression analysis confirmed that subjective norm has a positive and significant impact on Gen-Z WTP for dining at green restaurants. This would indicate that Gen-Z inner-circle like family, friends, and colleagues do impact their WTP for dining at green restaurants. They are prepared to pay more for dining at green restaurants because of the impact their inner circle has on them.

### **Perceived behavior control**

Perceived behavior control was used to measure if Gen-Z really believed that they had the ability and capability to dine at green restaurants, but also to determine that it was their own free choice, as shown in Figure 8. The multiple regression analysis showed that perceived behavior control does not have a significant impact on Gen-Z WTP for dining at green restaurants.

From a theoretical standpoint, the theory of planned behavior (TPB) was not that useful to predict Gen-Z WTP for dining at green restaurants. Only subjective norm had a significant positive impact on Gen-Z WTP. However, the two factors environmental concern and past experience that were identified by the author based on previous research studies both had a significant positive impact on Gen-Z WTP. This could indicate that the author should maybe have included more factors that potentially could have impacted Gen-Z WTP.

## **5.2 Practical implications**

The research study has confirmed that half of the postulated hypotheses have a significant and positive impact on Gen-Z WTP for dining at green restaurants. This knowledge can be useful in terms of marketing for green restaurants. Environmental concern is an important factor that could be focused on. Gen-Z is environmentally conscious since they see themselves as environmentally friendly consumers willing to protect the environment. Restaurants need to highlight these elements because they impact Gen-Z WTP for dining at green restaurants. Restaurants should highlight their

green practices very clearly and how these practices impact the environment in a positive way. Focus on highlighting how sustainable packaging, recycling, waste management, and organic/vegan food options are contributing to saving the environment. It is all about educating the customers, which could be done through marketing activities. Restaurants can also highlight on their menus where produce/ingredients are from, how the food was prepared, and the environmental impact of a dish.

Past experience is also very important because past experience has a strong impact on Gen-Z WTP. It is important to make sure that the customer gets the best dining experience since it is crucial for Gen-Z WTP. This is why restaurants need to make sure the service, the food, the ambiance, and the staff leave customers with a positive experience. If green restaurants do not leave customers with a positive experience, then they might not come back again. Lastly, subjective norm has a significant impact on Gen-Z WTP. Gen-Z inner circle like family, friends, and colleges have an impact on their WTP. This makes sense since people usually dine out with either family, friends, or colleagues. It is a social event, which is why restaurants need to focus on this. Restaurants need to make it possible to share experiences and give recommendations to friends/family, which could be done through social media. Green restaurants could focus on giving special offers to groups where there are more than two diners. Green restaurants could in their marketing activities highlight that their restaurant is a place where people can bring their friends, colleagues, and family to share new and exciting experiences.

### **5.3 Limitations and future research**

This research study focused only on Gen-Z and excluded other generational categories like Millennials and Baby Boomers. This research only highlights Gen-Z WTP, and it would have made sense to maybe include other generation categories and compare to see if there are differences in WTP more for green restaurants. Future research could include other generations to do a comparison and identify which generation has the most and least WTP for dining at green restaurants. The survey was distributed to respondents in the UK, meaning this research represents Gen-Z members in the UK. Further research could include more countries to compare how different Gen-Z WTP is across different countries. This could give valuable insights to different countries about their Gen-Z WTP for dining at green restaurants. This insight could perhaps also motivate



other restaurants to be more forward-thinking about sustainability and go green to lure more potential customers.

Another limitation was the dependent factor, where the respondents could indicate if they agreed that they would be willing to pay more for dining at green restaurants or not. Instead, further research could ask them how much more you would be willing to pay in terms of percentage for dining at green restaurants. That would give an indication of how much more Gen-Z would be willing to pay in terms of money. This research study focused on some specific factors that the author found could have a positive impact on Gen-Z WTP. However, there were also other factors that could have been included. These other factors were not included because there was not as much extensive research using these factors like the six factors that were selected by the author for this research study.

Social media was a factor that could have been included. Gen-Z is very active on social media, like mentioned earlier in the theoretical background under the overview of the different generations. It is important to have a good social media presence because it impacts consumers' restaurant choices. A study by Yaris & Aykol (2022) showed that consumers look up restaurants online and on social media when making their dining decisions. The study highlighted that restaurants need to show their menu, food, and the atmosphere/ambiance of the restaurant because it impacts their restaurant decision (Yaris & Aykol, 2022). Involvement was another factor that could have been included. High involvement means spending a fair amount of time researching/planning, and people are usually more engaged in their dining experience. A study by Namkung & Jang (2017) found that customers that had a moderator/high level of involvement when dining out were also prepared to pay more than customers with a low level of involvement in their dining decisions (Namkung & Jang, 2017). Including these two factors, social media and involvement could potentially have had a positive impact on Gen-Z WTP.

This research study only focused on gathering quantitative data because the focus was to determine if the identified factors have a positive impact on Gen-Z WTP more for dining at green restaurants. The next step for further research could include the use of qualitative data to get more insights into the factors and results found in the research study. Asking respondents more in depth through either in-depth interviews or focus groups. Ask respondents what they think about the different factors, why they are important, and maybe find new factors that were not included in the research study.

Qualitative research methods are a very good tool to gather insights and understanding that are needed for further research.

## 6 Conclusion

The environmental crisis is growing, and so is the concern for the environment. This growing trend for sustainability has had an important effect on restaurants because they now focus on being sustainable and have practices in place that will reduce their impact on the environment, hence the rise of green restaurants. Members of Gen-Z are very involved with protecting the environment, which is why they were of particular interest to investigate. The aim of this research study was to find out which factors have a positive impact on Gen-Z WTP for dining at green restaurants. The author has identified that TPB is very useful for investigating Gen-Z WTP based on previous research studies. The author also identified that factors like environmental concern, healthy consciousness, and past experience could also be useful to predict Gen-Z WTP. Based on these six factors, the final conceptual framework was created.

In regard to the philosophy of science, this research study follows realism. The focus is on being objective and using empirical data. This research study uses the positivism approach. Six hypotheses have been postulated based on the six factors identified in the theoretical framework. The author will examine if these factors have a positive impact on Gen-Z WTP for dining at green restaurants. A survey was conducted, where there were 4 background questions and 28 Likert-scale questions. The survey was distributed through the survey provider Prolific to random people in the UK. There were a total of 129 respondents that answered the survey.

A multiple regression analysis was performed to investigate if there is a significant positive relationship between the six independent factors and the dependent factor, WTP for dining at green restaurants. However, before conducting the multiple regression, it was important to find out if there was any strong relationship between the variables because multicollinearity can cause problems for multiple regression analysis. After scanning Pearson's correlation matrix and looking at the VIF values and tolerance values, it was concluded that there was no multicollinearity, meaning the author could move on to perform the multiple regression analysis.

The regression analysis revealed that subjective norm (SN), environmental concern (EC), and past experience (PE) all had a significant positive impact on Gen-Z WTP for dining at green restaurants. However, attitude (AT), perceived behavioral control (PBC), and healthy consciousness (HC) did not have a significant impact on Gen-Z WTP. Unfortunately, only one factor within the theory of planned behavior was useful in predicting Gen-Z WTP, which was subjective norm. However, two of the identified factors in the theoretical background chapter turned out to be useful in predicting Gen-Z WTP. Environmental concern (EC) and past experience (PE) were both good at predicting Gen-Z WTP. This is not surprising since there were a lot of previous research studies that have identified them as strong predictors of restaurant choices and sustainable behavior.

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# Appendix

## Appendix 1 - Theoretical background literature overview

Author, Year	Title	Content
Webster, 1975	Determining the characteristics of the socially conscious consumer	The article focuses on what defines consumers that are socially conscious. The findings show that attitude, socioeconomic variables like (age, gender, education, or income), and consumers personalities impact how socially conscious they are.
Ajzen, 1991	The theory of planned behavior	The article goes in depth with the TPB and how it was created based on TRA. It highlights how useful TPB can be to determine behavioral intention based on factors like AT, SN, and PBC. It is also highlighted how useful TPB can be to predict different behaviors like drinking, losing weight, or donating money.
Engel et al., 1995	Consumer Behavior	The book describes and discusses consumer behavior, business, and marketing studies. It goes into depth on topics like consumer decision processes and the theory of planned behavior.
Howe & Strauss, 1997	The fourth turning: an American prophecy	The book focuses on how history moves in cycles. Discussing the impact of past events on future generations. Introducing the concept of generation theory. How people within the same generation share similar values and beliefs.
Ouellette & Wood, 1998	Habit and intention in everyday life: The multiple processes by which past behavior predicts future behavior	The article discusses how past behavior can impact future behavior in two ways. The paper highlights the following insights. The first way is automatic behavior because it is constant and is performed regularly. If past behavior is performed regularly, then at some point it becomes automatic. The second way is that if the behavior is not performed regularly or constantly, then conscious thinking is needed in order to perform the behavior. Factors that induce conscious thinking, like attitude, subjective norm, or past behavior, can impact the individuals to perform the behavior.
Kotler, 2000	Marketing Management	The book discusses and describes the history of marketing management. It defines what marketing is, focuses on consumer needs, and explains the 4 P's. It goes into depth with many different marketing theories and strategies that are relevant for marketing management.
Dunlap & Jones, 2002	Environmental concern: Conceptual and measurement issues	The book chapter discusses environmental concern and the concept of it. It explains how environmental concern can

		be measured and uses examples of research studies where environmental concern was measured.
Ajzen, 2005	Attitudes, Personality and Behaviour	The book explains very detailed how TRA and TPB were created. It goes into great detail explaining the different factors AT, SN, and PBC. It has a great focus on the theoretical considerations and limitations of TPB. Limitations could be that there is no clear guidance on how to use the background variables or that the surrounding environment impacts individuals AT, SN, PBC, and automatically BI.
Breidert, 2006	Estimation of Willingness-to-Pay: Theory, Measurement, Application	The book explains the concept of WTP in a marketing context. It also describes and highlights how WTP can be measured and calculated. It shows different empirical studies that estimate WTP and how it is done practically.
Caruna, 2007	A sociological perspective of consumption morality	The article focuses on consumption from a sociological viewpoint. The paper discusses that elements like society, morals, and consumption are connected. This study investigates morality from a sociological standpoint. It looks at how morality impacts ethical consumption and fair trade, also how morality impacts consumer research.
Dutta et al., 2008	A Comparative Study of Consumers' Green Practice Orientation in India and the United States: A Study from the Restaurant Industry	The article focuses on green practices in restaurants and the WTP. The study was conducted in the US and India. WTP has two dependent variables, which are environmental and social. The predictor variables are involvement, attitude, and behavioral intention. Findings show that both dependent variables for WTP are positively impacted by the predictor involvement in the US because they are prepared to pay 10% more. Also, the study highlights that Indians are more involved with being healthy than Americans. In India, they are also prepared to pay 10% more.
Tarkiainen & Sundqvist, 2009	Product involvement in organic food consumption: Does ideology meet practice?	The article investigates consumer involvement towards buying organic food. The paper examines the relationship between involvement and behavioral intention. Consumers do not necessarily buy organic food, even though they may have a positive attitude towards organic food. The study shows that buying decisions that are low involvement, where the thinking process is limited, does not incline consumers to think about organic values or the benefits of buying organic. The study also highlights that elements like the environment and

		health have an impact on attitudes, which then also impacts consumer's behavior towards buying organic food.
Trudel & Cotte, 2009	Does it pay to be good?	The article investigates sustainable products, and consumers WTP more for it. Findings of the study show sustainable products are popular since consumers are prepared to pay more for them. Consumers are more inclined to buy sustainable products than to buy a similar product that is not sustainable.
Jeong & Jang, 2010	Effects of restaurant green practices: Which practices are important and effective	This article focuses on green restaurants and whether the green image of a restaurant and behavioral intention are impacted by green practices. Findings show that both green image and behavioral intention are impacted in a positive way by the green practices of restaurants. Green image also impacts behavioral intention in a positive way. The study also highlights that green practices like energy saving equipment, recyclable containers, and waste management are some of the most important green practices customers value.
Schubert et al., 2010	Exploring consumer perceptions of green restaurants in the US	The study focuses on green restaurants and how consumers in the US perceive them. 455 respondents participated in the study. The paper discusses green practices and WTP more for it. The findings show that consumers want to preserve the environment and pay more for it because they believe restaurants that make use of green practices are worth it. 20% of the respondents are prepared to pay 10% above the current price because of green practices.
Ajzen, 2011	Reflections on Morgan and Bachrach's critique	Morgan and Bachrach saw flaws in TPB. TPB is useful to predict behavioral intentions. However, predicting outcomes for behavior was not the purpose of the theory. Beliefs are problematic as they are often biased and subjective in some way. Beliefs can be manipulated by different biases, like for example, by something like motivation.
Jang et al., 2011	Generation Y consumers' selection attributes and behavioral intentions concerning green restaurants	The article discusses green restaurants and whether Generation Y would dine at green restaurants. The study divided Generation Y into different segments and highlighted green practices these segments value. The different segments were unconcerned, health consciousness, convenience oriented, and adventurous. Adventurous value elements like service reliability, reputation, and food quality. Convenience oriented value service reliability, reputation, food quality, and

		atmosphere. Health consciousness value service reliability, reputation, and food quality. Unconcerned value food quality, healthy menu, reputation, and location.
Van Doorn & Verhoef, 2011	Willingness to pay for organic products: Differences between virtue and vice foods	The article focuses on organic food and the WTP for it. Two different categories were examined, which were virtue products and vice food products. The findings show vice food is viewed as low quality, and consumers have no trust in vice food. WTP for vice food products was lower than for virtue products. WTP for virtue products is high, as consumers view them as better-quality food and healthier.
Chou et al., 2012	Green practices in the restaurant industry from an innovation adoption perspective: Evidence from Taiwan	The article focuses on restaurants in Taiwan that want to employ green practices and the use of TBP to predict intention regarding employing green practices. The findings from the study show that intention to employ these practices are impacted by factors like perceived behavior control and attitude, but social influence has no impact. An extra factor was added to the framework, which was perceived innovation, which also had a positive impact on attitude and intention to employ green practices.
Kang et al., 2012	Consumers' willingness to pay for green initiatives of the hotel industry.	The article focuses on green practices in hotels and customers WTP for it. The study examines the environmental concern factor called New Environmental Paradigm and its impact on WTP. WTP for green practices is positive for customers that score high on environmental concern. The WTP at expensive and mediocre hotels is higher than the WTP at low-budget hotels.
Kaufmann et al., 2012	Factors Affecting Consumers' Green Purchasing Behavior: An Integrated Conceptual Framework	The article investigates green buying behavior and what factors impact green buying behavior. The study has identified eight factors that could potentially impact green buying behavior. The factors are environmental awareness, altruism, environmental knowledge, environmental concern, product safety/product information/product availability, consumer effectiveness, transparency, and collectivism.
Kim, Y. et al, 2013	Anticipated emotion in consumers' intentions to select eco-friendly restaurants: Augmenting the theory of planned behavior	The article investigates sustainable restaurants and consumer's behavioral intention on an emotional level. The study makes use of the TBP to predict intention on an emotional level. The framework has one added variable, which is anticipated regret, to examine if customers regret choosing sustainable



		restaurants. The findings of the study show that anticipated regret, subjective norm, and attitude have an impact on customers' intention to dine at sustainable restaurants.
Kim, H. et al., 2013	Does perceived restaurant food healthiness matter? Its influence on value, satisfaction, and revisit intentions in restaurant operations in South Korea	The article focuses on Korean consumers and their views on healthy food in restaurants. Examining how their view on healthy food impacts factors like the dining experience and intention to visit the restaurant again. The findings show that consumers that value healthy food have an impact on the dining experience/satisfaction and intention to visit the restaurant again.
Li, X. et al., 2013	The application of generational theory to tourism consumer behavior: An American perspective	Investigating the behavior and attitude of American travelers was the purpose of this article. The paper discusses generational theory. Examining the different generations was a key element of the study. Generations are different, and the aim was to find differences between them.
Namkung & Jang, 2013	Effects of restaurant green practices on brand equity formation: Do green practices really matter?	The paper investigates restaurants, customer brand equity, and green practices. The study had 512 customer responses. When it comes to behavioral intention, green practices like environmental focus and food focus have a positive impact. Both of these green practices also have an impact on green image. Emphasis on food is very important for fine dining restaurants, whereas emphasis on the environment is important for more mediocre and low budget restaurants. The impact on green brand image and intention at mediocre and low budget restaurants is greater than at fancy restaurants where food is more valued.
Wang et al., 2013	Developing green management standards for restaurants: An application of green supply chain management	The article focuses on restaurants and establishing green management. The study investigates how restaurants can launch green management. 23 experts were part of this study, and they came from various academic and industry backgrounds. Three factors were identified as important, which were green management and responsibility, green food, and green environment/equipment. The study went further, where multiple subfactors were detected as interesting for establishing green management.
Lee et al., 2014	The role of perceived corporate social responsibility on providing healthful foods and nutrition information with health-consciousness as a moderator	The article discusses intention to choose healthy restaurants and the factor known as perceived CSR. The factor CSR consists of two elements, which are healthy food and nutrition information. Findings show that customers view restaurants

		as socially responsible when there is relevant nutrition information and a good range of healthy food options. CSR, that consists of the two above-mentioned elements, impacts attitude and behavioral intention in a positive way, so customers want to visit healthy restaurants.
Sniehotta et al., 2014	Time to retire the theory of planned behaviour	The article provides an overview of TPB. It criticizes the usability of the theory and the limitations of the model. It discusses how different research studies have encountered problems and limitations with the model. The problems lie with the utility and validity of the theory. The theory does not discuss how elements like emotions or the surrounding environment impact consumers' behavioral intentions.
Teng et al., 2014	The influence of green restaurant decision formation using the VAB model: The effect of environmental concerns upon intent to visit	The article examines the relationship between consumers and green restaurants, focusing on whether consumers support green restaurants. The theory of value attitude behavior was used in this study. The factors that were investigated were environmental concern, attitude, and values impact on consumers' intention to dine at green restaurants. This study was conducted in Taiwan by Taiwanese consumers. The study showed that attitude and consumer's personal values have a significant impact on behavioral intention. Environmental concern and consumers' personal values also have a significant impact on consumers' attitude.
Jang et al., 2015	Effects of Environmentally Friendly Perceptions on Customers' Intentions to Visit Environmentally Friendly Restaurants: An Extended Theory of Planned Behavior	The study investigates if environmental views have an impact on customers' intention to dine at sustainable restaurants. The study uses the TPB. The findings in the study show that perceived behavioral control, attitude, and subjective norm have a significant impact on customer intention to dine at green restaurants, but environmental concern does not.
Chung, 2016	Exploring customers post-dining behavioral intentions toward green restaurants: An application of theory of planned behavior	The article investigates customer's intention regarding dining at green restaurants. The study makes use of the TPB to predict intention. The findings from the study show that subjective norm, attitude, and perceived behavioral control have a significant impact on intention because customers want to come back and dine at green restaurants again. Findings also show that recommendations for green restaurants is something customers are likely to do.

Paul et al., 2016	Predicting green product consumption using theory of planned behavior and reasoned action	The article focuses on predicting green consumption by using TPB, where environmental concern was added as an extra predictor in the framework. 521 consumers participated, and to achieve validity, confirmatory factor analysis was performed. Environmental concern, perceived behavior control, and attitude had a significant impact on the intention to buy green products. However, subjective norm did not.
Namkung & Jang, 2017	Are Consumers Willing to Pay more for Green Practices at Restaurants?	The study investigates WTP, and restaurant customers' view on green practices to pay for it. The paper examines WTP and customer's green image. Findings highlight that green practices are popular since two-thirds are prepared to pay more for restaurants that make use of green practices. Predictors like age, past experience, self-perception, and involvement all have a significant impact on WTP.
Shin et al., 2017	Consumers' Willingness to Patronize Locally Sourced Restaurants: The Impact of Environmental Concern, Environmental Knowledge, and Ecological Behavior	The article investigates local restaurants and whether consumers would patronize them. The study examines four factors that could impact consumer intention, which are ecological behavior, environmental knowledge, environmental concern, and attitude. Findings show that environmental concern, attitude, and environmental knowledge have a significant impact on intention, but ecological behavior does not.
Naderi & Van Steenburg, 2018	Me first, then the environment: young Millennials as green consumers	The article focuses on green consumerism and millennials. The study highlights that green behavior is influenced by four predictors, which are risk aversion, future orientation, consumer frugality, and selfless altruism. Future orientation and consumer frugality impact green behavior significantly; however, risk aversion and selfless altruism have no significant impact.
Raab et al., 2018	Restaurant Managers' Adoption of Sustainable Practices: An Application of Institutional Theory and Theory of Planned Behavior	The study added more factors to the framework, like coercive pressure, mimetic pressure, and normative pressure, to predict whether restaurant managers would attempt to establish green practices. Perceived behavioral control, subjective norm, and mimetic pressure have a significant impact on predicting intention. Normative pressure, coercive pressure, and attitude are not significant predictors.
Sarmiento & El Hanandeh, 2018	Customers' perceptions and expectations of environmentally sustainable restaurant and the	The article investigates sustainable restaurants in Australia and how customers view/perceive them. The study examines whether factors like awareness, age, gender, and income

	development of green index: The case of the Gold Coast, Australia	impact how customers view/perceive them. Awareness impacts what they expect from restaurants and how they perceive them. Women are prepared to pay more for green restaurants. Young people were also more inclined to pay more than older people, which means that age also plays an important role. However, income did not show any impact on WTP or how customers view/perceive green restaurants.
Tommasetti et al., 2018	Extended Theory of Planned Behavior (ETPB): Investigating Customers' Perception of Restaurants' Sustainability by Testing a Structural Equation Model	The article focuses on restaurants and how customers view them. The study uses TPB, where two extra factors were added to the framework, which are perceived usefulness and curiosity. 1023 respondents answered the survey. The findings show that perceived usefulness, curiosity, subjective norm, attitude, and perceived behavioral control impact intention in a positive way.
Hao et al., 2019	What affect consumers' willingness to pay for green packaging? Evidence from China	The article focuses on Chinese WTP and packaging. 781 people participated in the survey. Factors of interest were found by using a factor analysis, which identified the following factors: packing quality, environment, commodity, and packing price. Packaging quality was the most interesting factor because it was the strongest predictor of WTP.
Kim & Hall, 2019	Can Climate Change Awareness Predict Pro-Environmental Practices in Restaurants? Comparing High and Low Dining Expenditure	The study investigates waste reduction and consumers intention towards it. TPB was used in the study, and the framework was extended by adding factors like climate mitigation, climate awareness, guilt, and anticipated pride. It was an online survey where 482 consumers participated. The findings highlight that anticipated pride, attitude, subjective norm, perceived behavior control, climate mitigation, and climate awareness have a significant impact on intention to reduce waste.
Liao et al., 2019	Applying an Extended Theory of Planned Behavior for Sustaining a Landscape Restaurant	The study investigates consumer intention towards sustainable landscape restaurants. The study makes use of TPB and has added an extra factor landscape preference/perception. The findings in the study highlight that landscape preference/perception, perceived behavioral control, subjective norm, and attitude impact intention significantly. The strongest predictor was landscape preference/perception among the independent predictors.

Mensah, 2019	Sustainable development: Meaning, history, principles, pillars, and implications for human action: Literature review	The article explains sustainable development and the three pillars in depth. It also provides a historical overview of sustainable development. The paper discusses what actions need to happen to further sustainable development. The article argues the three pillars are connected/linked and talks about how they impact each other.
Purvis et al., 2019	Three pillars of sustainability: in search of conceptual origins	The article explains sustainability and the three pillars it consists of, which are social sustainability, environmental sustainability, and economic sustainability. This highlights a historical view of sustainability and how the concept came about. Sustainability and the three pillars evolved by focusing on and trying to understand economic growth as an option to deal with environmental and social problems.
Shin et al., 2019	Motivations behind Consumers' Organic Menu Choices: The Role of Environmental Concern, Social Value, and Health Consciousness	The article focuses on WTP and organic menu choices. Predictors used in this study are health consciousness, social value, and environmental concern. Findings show that social value, health consciousness, and environmental concern significantly predict WTP and the intention to dine at restaurants that have organic food items.
Kim & Hall, 2020	Can sustainable restaurant practices enhance customer loyalty? The roles of value theory and environmental concerns	The article investigates loyalty and practices in sustainable restaurants. Practices that are sustainable are essential to gaining customers, and this study discusses how sustainable practices are viewed/evaluated by customers. To examine if these practices make customers more loyal, the value theory was used. Findings show that sustainable practices affect customer values and their behavior significantly in a positive way. Customers are more loyal and appreciate the practices and effort restaurants make by using sustainable practices like waste management.
Nicolau et al., 2020	Millennials' willingness to pay for green restaurants	The article investigates green restaurants and millennials WTP. The study makes use of TRA. Under attitude, the author examines attitude towards healthy consciousness and green consumerism. Under subjective norms, the author examines social media and friend's impact. The study also investigates whether demographic variables like income, gender, or age have an impact. WTP is significantly impacted by healthy consciousness and green consumerism. WTP is not impacted by social media and friends. WTP is only significantly impacted by income, but age and gender have no impact.

Stobierski, 2020	Willingness to pay: What it is & how to calculate	The article explains WTP and defines it. It highlights factors that can impact WTP, explains how WTP can be measured, and explains why WTP is so important for businesses.
Tsamara Zahra, 2020	Consumer's Behavioral Intention toward "Green" Restaurant: Empirical Evidence from Indonesia	The article focuses on green restaurants and Indonesian consumers intention to dine there. The study makes use of TPB to predict intention. Factors in focus are perceived behavioral control, subjective norm, attitude, and a new added factor, environmental concern. The findings from the study show that environmental concern, perceived behavioral control, and attitude have a significant impact on intention, but subjective norm has no impact.
Jahns, 2021	The environment is Gen Z's no. 1 concern – and some companies are taking advantage of that	The article focuses on a survey from First Insight in 2020. It shows that 73% of Gen-Z are prepared to pay more for products/services that are sustainable. Compared to older generations, Gen-Z is more prepared to pay more money for sustainability. Gen-Z is ready to pay 10% more if the products/services are sustainable.
Moon, 2021	Investigating beliefs, attitudes, and intentions regarding green restaurant patronage: An application of the extended theory of planned behavior with moderating effects of gender and age.	The article focuses on green restaurants and how factors like dining frequency, past behavior, subjective norm, perceived behavior control, and attitude impact patronage intention. Findings show that dining frequency, past behavior, perceived behavior control, and subjective norm have a significant impact on intention to patronage. Meaning consumers were willing to dine at green restaurants.
Liu et al., 2022	Become an environmentally responsible customer by choosing low-carbon footprint products at restaurants: Integrating the elaboration likelihood model (ELM) and the theory of planned behavior (TPB)	The article focuses on customers motivation to choose low-carbon footprint restaurants. To examine the impact on attitude, the elaboration likelihood model was used to see if the central or peripheral route might impact attitude. TPB was also used to predict intention or motivation to choose low-carbon footprint restaurants. Findings show significantly that both routes impact customer attitude. Intention or motivation to choose low-carbon footprint restaurants is significantly impacted by perceived behavior control, subjective norm, and attitude.
Listyorini & Farida, 2022	Environmental concern in its role to mediate religiosity and green	The article focuses on green buying intention and concern for the environment in regard to restaurants, cafes, and retail. The paper discusses how religiosity and concern for the

	purchase intention to retail consumers, cafés, and restaurants	environment affect the intention to buy green. Findings show that religiosity and concern for the environment affect intention in a positive way.
Shishan et al, 2022	Does the past affect the future? An analysis of consumers' dining intentions towards green restaurants in the UK	The article focuses on the intention of UK consumers regarding visiting green restaurants. The study uses TPB and added an extra factor past behavior to the framework to predict intention. The findings highlight that past behavior, perceived behavioral control, attitude, and subjective descriptive norm significantly affect intention, but subjective injunctive norm has no effect.
Ursavaş, 2022	Theory of Planned Behavior	The book describes TRA and TPB. It illustrates a historical overview and describes the different factors like perceived behavioral, attitude, and subjective norm in detail. It also highlights limitations within TPB and recommendations for future research.
Witte, 2022	Gen Z are not 'coddled.' They are highly collaborative, self-reliant, and pragmatic, according to new Stanford-affiliated research	The article discusses the characteristics of Gen-Z based on interviews and surveys conducted at colleges like Lancaster University, Foothill College, and Stanford University, where more than 2,000 students ages 18 to 25 participated. Findings show that Gen-Z cares about community, the environment, and being social. They prefer direct instructions in the workplace and being close to their colleagues in a social sense.
Oke et al., 2023	Effects of millennials willingness to pay on buying behaviour at ethical and socially responsible restaurants: Serial mediation analysis	The article focuses on whether millennials are prepared to pay more for restaurants that are socially responsible. To predict WTP, factors like social influence, environmental concern, and personal norms are used. Findings show that all the predictors mentioned above significantly impact WTP in a positive way.
Paipongna, 2023	Gen Z's perspectives on food from the Food and Health Survey	The article focuses on the survey from IFIC in 2022. Findings show that Gen-Z see themselves as the most provocative generation in regards to sustainable food consumption. Gen-Z view themselves as a healthy generation that cares about where their food comes from and want more information regarding sustainable food and nutrition details.
Parashar et al., 2023	Examining the role of health consciousness, environmental awareness, and intention on purchase	The article focuses on motivation/intention to buy organic food and how factors like health consciousness and environmental awareness play a vital role. The study was to show how these two factors affect attitude, intention, and actual purchase

	of organic food: A moderated model of attitude	behavior. Findings show that both health consciousness and environmental awareness affect attitude, intention, and actual purchase behavior in a significant way.
Marinier, 2023	Gen Z as the sustainability generation	The article highlights Gen-Z as the most environmentally friendly generation. Gen-Z cares about preserving the natural environment, which is why they are very proactive about sustainability. They want the companies, government, and community to take action towards a more sustainable future. It is also highlighted that they are very demanding of more sustainable retail and more sustainable clothes.
Martinez, 2023	Tracking the Latest Gen Z Food Trends in 2024	The article discusses Gen-Z latest food trends. According to the article, Gen-Z wants more sustainable food options and a wider range of healthier food options. A survey from Food Insight shows that they really want to be more sustainable in their purchasing behavior. They want healthier and more plant-based food options in restaurants. More information about ingredients and nutrition is needed.
Sarpong & Alsemgeest, 2023	Perspectives in Financial Therapy	The book chapter gives a deep overview of the different generations. It goes into depth with the historical events the different generations went through and what describes their beliefs and values.
Ulster University, 2023	The sustainability generation: Why do generation z care about this planet?	A blog review from Ulster University focuses on a survey by Amnesty International in 2019 that highlighted that Gen-Z wants to be more sustainable in their consumption. They were the generation that was most proactive and engaged in sustainable behavior.
Axworthy, 2024	39 percent of younger adults more likely to order food labeled vegan	The article covers a survey study by OnePoll that highlighted that Gen-Z wants more healthy food options in restaurants, like vegan/vegetarian, and organic food options. They want more information about the food, where it is from, and nutrition content on the menu at restaurants.
Chan, 2024	Generation alpha characteristics that marketers need to know	The article explains what generation alpha is. It provides an overview of what generation alpha values and what characterizes them. It also highlights how companies can reach generation alpha through marketing.



## Appendix 2 – The survey



### Dear participants,

The aim of this survey is to find out how different factors impact consumers behavior towards dining at green restaurants and consumers willingness to pay. Consumers are becoming more environmentally conscious in their food and restaurant choices. From these trends, green restaurants emerged. Green restaurants focus on being environmentally friendly and having green practices in place. Green practices focus on reducing the environmental impact their restaurants have on the environment. Green practices in restaurants involve sustainability in terms of menu design, food production, ingredients, clothes, decoration, packing, reducing energy consumption, recycling, and waste management. First, there are some background questions and afterwards, some statements that I would like you to rate.

### Background questions

Please state your Prolific ID

### Gender

- ☐ Male
- ☐ Female
- ☐ Other

### Age

### Your highest finished education

- ☐ No education
- ☐ Primary school
- ☐ High school
- ☐ Vocational education
- ☐ Bachelor's degree
- ☐ Master's degree

### Your income before tax in Pounds

- ☐ 0-10.000 Pound
- ☐ 10.000-20.000 Pounds
- ☐ 20.000-30.000 Pounds
- ☐ 30.000-40.000 Pounds
- ☐ 40.000-50.000 Pounds
- ☐ Above 50.000 Pounds

**I have a favorable attitude towards dining at green restaurants**

Strongly Disagree ☐ Disagree ☐ Somewhat disagree ☐ Neutral ☐ Somewhat agree ☐ Agree ☐ Strongly agree ☐

**I have a positive attitude towards dining at green restaurants because it is beneficial for my health since they focus on organic and vegan food options**

Strongly Disagree ☐ Disagree ☐ Somewhat disagree ☐ Neutral ☐ Somewhat agree ☐ Agree ☐ Strongly agree ☐

**I have a favorable attitude towards dining at green restaurants because they have a positive impact on the environment since they manage packaging, recycling, energy, and food waste in a sustainable way**

Strongly Disagree ☐ Disagree ☐ Somewhat disagree ☐ Neutral ☐ Somewhat agree ☐ Agree ☐ Strongly agree ☐

**I have positive thoughts about dining at green restaurants because the food quality is high since they avoid ingredients that are treated with chemicals**

Strongly Disagree ☐ Disagree ☐ Somewhat disagree ☐ Neutral ☐ Somewhat agree ☐ Agree ☐ Strongly agree ☐

**People that are important to me would want me to dine at a green restaurant**

Strongly Disagree ☐ Disagree ☐ Somewhat disagree ☐ Neutral ☐ Somewhat agree ☐ Agree ☐ Strongly agree ☐

**My family can influence my decision to dine at green restaurants**

Strongly Disagree ☐ Disagree ☐ Somewhat disagree ☐ Neutral ☐ Somewhat agree ☐ Agree ☐ Strongly agree ☐

**My friends recommend green restaurants to me**

Strongly Disagree ☐ Disagree ☐ Somewhat disagree ☐ Neutral ☐ Somewhat agree ☐ Agree ☐ Strongly agree ☐

**I believe I have the ability to dine at green restaurants**

Strongly Disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**If I have the desire to dine at a green restaurant, I am confident that I can act on my desire and dine at a green restaurant**

Strongly Disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**It is my own decision to dine or not dine at green restaurants**

Strongly Disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**I see myself capable of dining at green restaurants in the future**

Strongly Disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**I see myself as an environmentally friendly consumer**

Strongly Disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**I want to save and protect the environment**

Strongly Disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**I am willing to make sacrifices to protect the environment**

Strongly Disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**I believe that companies should take measures to protect the environment**

Strongly Disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**It is important for me to choose food carefully to ensure good health**

Strongly Disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**I am concerned with the long-term health effects of my food choices**

Strongly Disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**I exercise multiple times every week to strengthen my health**

Strongly Disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**I think of myself as a healthy conscious person**

Strongly Disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**I am experienced with dining at green restaurants**

Strongly Disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**I dine at green restaurants at least once a month**

Strongly Disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**I have positive experience with dining at green restaurants**

Strongly Disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**I would be willing to pay more to dine at green restaurants because I have a favorable attitude towards dining at green restaurants**

Strongly Disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**I would be willing to pay more to dine at green restaurants because my friends and family would approve of my decision**

Strongly Disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**I would be willing to pay more to dine at green restaurants because I believe it is my own decision to dine at green restaurants**

Strongly Disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**I would be willing to pay more to dine at green restaurants because I believe that it would have a positive impact on the environment**

Strongly Disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**I would be willing to pay more to dine at green restaurants because I believe that it would have a positive impact on my health and lifestyle**

Strongly Disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**I would be willing to pay more to dine at green restaurants because I have positive experience with dining at green restaurants**

Strongly Disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Appendix 3 – Multiple regression output

**Figure 15: Entry method forced entry (Own creation based on SPSS output)**

<b>Variables Entered/Removed<sup>a</sup></b>			
Model	Variables Entered	Variables Removed	Method
1	PE, PBC, HC, SN, EC, AT <sup>b</sup>	.	Enter

a. Dependent Variable: WTP

b. All requested variables entered

**Figure 16: ANOVA output (Own creation based on SPSS output)**

<b>ANOVA<sup>a</sup></b>						
Model		Sum of Squares	df	Mean of Square	F	Sig.
1	Regression	100,913	6	16,819	12,079	<,001 <sup>b</sup>
	Residual	169,877	122	1,392		
	Total	270,790	128			

a. Dependent Variable: WTP

b. Predictors: (Constant), PE, PBC, HC, SN, EC, AT

The Anova box can be used to assess if the overall regression model is statistically significant. The Anova model is significant because the p value (Sig.) in Figure 16 is lower than 0,05.