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The Effect of Eco-Friendly Packaging
On Consumer Behaviour
In the Restaurant Business.

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ABSTRACT

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Today, consumers are more apprehensive about environmental changes, and their purchasing behaviour has changed in this regard. Although consumers have taken a long time to realize this, they have stepped up, and now they prefer buying foodstuffs that are wrapped with renewable packages. Currently, most industry professionals are engaged in efforts to advance and promote ecologically supportable packaging products and services to improve their businesses’ pledge to a greener world. However, the concept raises questions on whether adopting greener practices will create a competitive gain for businesses, especially restaurants. The purpose of this study is to determine the effect of ecologically friendly packaging on customer behaviour of the consumers in the restaurant business.

The study was conducted using gratified analysis by reviewing various secondary and primary articles on sustainable foodservice practices. Quantitative research was conducted with 116 respondents and focused only on foodservice consumers. A random sampling method was applied to ascertain the research question. After that, these customers were served with the questionnaire. The evaluated data was gathered with an assist of the SPSS approach.

The results of the study suggested that eco-friendly practices by the restaurant or any foodstuff selling business present an excellent image to customers as well as increase the awareness of the valuable contribution that is beneficial to not only the customers but also the community.

Keywords: Green packaging, Eco-friendly, Restaurant business, Customer behaviour, Environment.
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APPENDIX 1. Reference.

1 INTRODUCTION

This section presents background of the research, motivation of the research, objectives, and structure of the thesis.

1.1 Background of study

Research reveals that individual commitment to environmentally friendly practices hinges on the behaviour and preparedness to act. However, these elements were arrived at after performing a three R's test employed by restaurants globally to become green. Due to looming environmental problems caused by restaurants using non-biodegradable packaging materials, consumers are opting for eco-friendly restaurants. On the contrary, becoming a green restaurant is a competitive advantage and a marketing strategy that would pull numerous clients. (Yee, Dai, & Lim, 2016).

In the recent past, there has been rising concern on environmental issues since the inception of Earth appealing to preserve nature and biodiversity. The restaurant business is one of the sectors that have been the spotlight for its continued production of non-biodegradable packaging materials. As the majority carriers, consumers have been encouraged to be vigilant in buying packaged foods as a clean environment sustains more lives than dirty biodiversity. The focus on eco-friendly practices in an environment has urged all restaurant sectors to regulate their services to encounter the ever-changing consumer expectations (Shin et al., 2018).

In promotion, the effect of the business brand on consumer conduct is well organized. Studies have designated that the right corporate image attracts and maintains a devoted relationship with clients and conserve biodiversity. Statistically, over 75 % of American consumers have supported environment protection as 50% claim they would avoid purchasing packaged foods that are potentially harmful to the environment (Waheed, Khan & Ahmad, 2018). Nonetheless, according to Abbas & Hussien (2017) packaging, is categorized amongst essential elements of the food and non-food products since a well-packed product guarantees the safety of consumers and the environment. Nevertheless, as a result of ideal environmental protection directives, the packaged product should contrary protect the environment. The restaurant needs to consider green packaging as one of the competitive advantages.
Research that was conducted affirmed that consumers respond positively to eco-friendly packaging. Environmentally friendly packaging products become the essential attributes that affect the consumers' evaluation and preferences (Simmonds & Spends, 2017). Authors further added that packaging serves diverse functions including changing the consumers' perception and buying behaviour. The current empirical phenomenon reveals that the eco-friendly packaging products are crucial issues for both scholars and industries. Several corporations and states have concentrated on improving green packaging, such as biodegradable materials, getting rid of plastic waste, and recycling wastes to conserve the environment.

Čech, Jindřichovská, & Neubauer (2019) assumes that restaurant sectors in the recent past have learned that readjusting their strategies to fit corporate social responsibility can offer them a more competitive environment and enhance the organization's hopes to achieve set goals. Although several restaurants have reformed their practices to address eco-friendly issues, some have exploited the greener market to achieve their set goals. Therefore, among eco-friendly trends, restaurants have considered packaging that creates a social conscience. The packaging process that adopts environmentally friendly materials and is made from biodegradable materials allows consumers to dump them easily without dirtying the environment. Environment scientists think that this eco-packaging approach did encourage social responsibility among restaurant sectors and future restaurant businesses.

Consumers are increasingly changing their attitudes, behaviour, and approach in fields of consumption. Consumers are continuously becoming aware of rapid variations in the biodiversity as well as their consumption behaviour. Therefore, ecological consumers have prioritized protecting the nature and quality of their lives (Kim, Ko & Kim, 2018). As a result, consumers opt to identify certain restaurants that respect their needs and are environmental stewards.

Nonetheless, this approach also gives them a guideline to entice more customers to their businesses as they embrace eco-friendly practices. Throughout this paper, I expounded on the effect of eco-friendly packaging on restaurant business and their effects on consumers' behaviour. Additionally, the study explores the will of the consumers to pay a higher amount for eco-friendly activities. Finally, yet importantly, I highlighted the role of eco-friendly packaging on brand perception and adoption.
1.2 Problem Statement

The effects of eco-friendly packaging on consumer behaviour in the restaurant business are crucial. The restaurant sector is part of the hospitality sector, one of the world's largest industries. Recent research has revealed that hotel sectors worldwide are going green because of environmental issues that are being realized globally. As a result, the majority of the restaurants are increasingly concentrating on eco-friendly marketing strategy. One of their first approaches is to ensure that they serve customers what they need therefore, giving customers what they want as opposed to a business that is dictating what they are offering to customers. Consequently, it is crucial to understand customers' complaints and behaviour about eco-friendly practices before strategizing on service delivery to clients.

Studies have revealed that in the year 2009, the United States chunky food consumers generated 4.19 million tons of waste. However only, 450,000 tons of the materials had been disposed of and recycled. The environmental protection agency affirmed that the power generated is recovered. These packaging items can power 5000 United States homes for a year. As consumers continue to purchase from restaurants, the figures continue to rise. Although there has been a high rate of packaging waste, studies contended that green purchasing for eco-friendly products would reach a milestone in 2030 due to environmental catering to environmentally conscious consumers. This research tries to find out the general impact of eco-friendly packaging on consumer behavior by expounding on the need to use green packaging materials, which in turn will help restaurants and other sectors not to miss profits and ever-growing eco-friendly customer markets (Tinonetsana & Penceliah, 2017).

1.3 Justification:

This research revealed the effect of eco-friendly packaging on consumer behavior in the restaurant business, which leads to a study that further is aimed at restaurants on implementing measures that would not only improve consumers’ purchasing behavior towards their products but also makes the restaurant sector contributor in the conservation of environment.
1.4 **Objective of thesis:**

This study's main objective is to examine the effect of environmentally friendly packaging on consumer behaviour on the restaurant business. Additionally, the research elaborates on factors that influence consumer buying as well. Nonetheless, the study is used to update market research resulting in broad audiences, individuals interested in eco-friendly practices, global organizations that are interested in adopting green practices, and the local restaurants that are planning to develop eco-friendly business strategies. To fulfil the aim of the proposal. The research evaluates the following questions:

a) The influence of green packaging on consumer behaviour in the restaurant business

b) The willingness of consumers to pay more for environmentally friendly packaging and account for their demands of sustainability

c) Whether the consumers have a preference for any environmentally friendly products as materials for packaging

d) The role of green packaging on brand perception and adoption.

1.5 **Structure of thesis**

The research reports consist of five chapters, each elucidating different sections of the study. The research highpoint distinct concurrent sections that are involved in the research. Figure 1.0 represents a schematic view of the structure of the project. The report's different areas are the following: the first chapter is an introduction; the second is the theoretical study. This section contains previous studies done by researchers on topics related to ecological practices practiced by restaurants, customer satisfaction towards green practices.

Nevertheless, this chapter also presents the hypothesis that was derived from literature reviews. Chapter three empirical framework includes methodological procedures of the study, analysis of the results, and discussion. The next chapter is about the results of the analysis and the discussion of the finding. The final chapter is conclusion, which contains summary of the result, recommendations, limitations alongside ethics to be considered when carrying out the research.
Figure 1: Schematic view of the structure of the project.
2 THEORITICAL STUDY

This chapter presents the literature on the impact of eco-friendly packaging on restaurants and consumers. The investigation also reveals consumers' perceptions of environmentally friendly packaging and how environmental issues affect hotel and hospitality brands. The information shown here are all from peer-reviewed sources and therefore making the research credible.

Environmental conservation has been known as a significant business concern of the 2000s. There has been a considerable growth in ecological awareness around the world, which was considered as an immediate and pressing problem. The relations between the hotel production and environmental multipart due to its nature of services have resulted in ecological damages. How a hotel offers its services is seen to have contributed majorly to worldwide environmental complications such as climate variations and diversity fluctuations. Additionally, it leads to negative effects such as the depletion of water resources, soil erosion, and land degradation.

Moreover, hotels generate environmental harms in the guesthouse itself, which includes noise and health hazards. Various reasons such as buyer claim, administration principles, social duty, and the cost additions have forced the hotel industry to implement the environmental rules. People have become more aware of environmentally friendly practices, and as a result, they are becoming more vigilant to what they buy, what they eat, and what they carry. This approach has to not only prompt the concern agencies but hotel owners in that if they fail to comply with customers’ tastes and preferences, they might end up losing sales and eventually closure of their restaurants.

2.1 Green Packaging and Material Preference:

According to a project of GreenBlue, Green Packaging is known as all packaging is responsibly sourced, effectively designed and well sheltered. All packaging should be manufactured from materials that could be renewed as well as effectively recycled. Moreover, they should diminish the use of materials and energy. And the most importantly, all green packaging should lead to positive outcome to environment as well as human health.
Since most people buy food from restaurants without knowing what material of packaging that their food is packed with, this paper only focuses on 3 main characteristics (3R’s) of green packaging which are reduce, reuse, and recycle.

Reduce is the first and the most powerful one of the four. Reduce is known as reducing the amount of packaging that are using in your restaurant business. There are different ways in practice such as design creative and sustainable package. This solution is not only saving money by cutting waste to help environment but also showing customers that you care. Communication is a key in any business, training staffs about the operation of packaging in business to create the sustainability. Working together to save cost and protect the environment.

Reuse is basically meant that package can be used more than one time. Business should work on that to find suitable materials that is reliable and reusable.

Recycle is the process of making new products from waste materials. This process not only helps reduce the waste of materials but also reduce the use of new raw materials. Therefore, it reduces the use of materials which leads to prevent air pollution and water pollution.

2.2 Consumer Behavior toward green practices in restaurant business.

In the recent past, there have been two studies that specifically examine consumer behaviour in this part. One of the articles explores restaurant management attitudes, penchants as well as involvement in eco-friendly practices. The other article examines consumer perception towards green practices in restaurant sectors.

The first article claims that employees and the management of the restaurant have a significant sound impact on the sustainability of the environment. The employees' positive behaviour towards the green initiative will make the management effect the program quickly, which will make customers purchase products wrapped in an eco-friendly material. However, if the customers' attitude is negative, then the management will not affect the green initiative, and if affected, involved slowly take phase due to the employees' unwillingness (Nigam & Kumari, 2018).
The second article asserts that with continued sensitization on environmental changes, most of the consumers are opting for environmentally friendly materials. However, few would buy food substances from the restaurant and walk away without considering the type of materials the food has been packed. Overall, learned customers are perceived to shop from restaurants who care about the environment, unlike those who do not respect the environment's changes (Tan et al., 2019).

However, both studies recognize the need for eco-friendly practices in the restaurant business. Several benefits associated with this approach include reduced financial risks, improved customer relations, increased harmony with the community, and the creation of competitive environment-friendly marketing. Other benefits associated with green practices include enhanced image and devotion of business significant shareholders. Whereas Park, Chae, Kwon, & Kim, (2020) focused on restaurant engagement on green practices, Tehrani, Fulton & Schmutz (2020), examine consumer behavior. However, their samples in their locations may not be representative of a population in another region.

2.3 Willingness of Consumers to Pay More for Environmentally Friendly Packaging.

Research conducted Makani (2016) divides customers into three categories:

1. True greens who shop in green restaurants.
2. Light greens, which are indecisive and often purchase on eco-friendly restaurants.

Research has revealed that 15 percent of Americans are aware of global climatic changes. Usually, they prefer to purchase in restaurants that are aware of these changes and use environmentally friendly materials. However, recent studies have confirmed that the majority of them are not aware of this looming approach. Thus, they do not consider ecological practices because some restaurants are ignorant and have not implemented green practices in their business. Perhaps this has been attributed to a more substantial number of consumers who do not consider that packaging materials from restaurants pause great danger to the environment and other biodiversity living on the planet earth. Studies are backing this notion claim that plastic bags and packets are the leading polluters of the situation. It is believed that 40 percent of aquatic lives are in danger of suffocating because of plastic bags that have been deposited in lakes or oceans. Since these
packaging materials do not decompose quickly, they tend to prevent air from entering into water bodies, thus causing deaths to animals. Although it can be an expensive exercise, restaurant businesses need to take this matter seriously, as their customers are part of the diversity. There is a need to protect them for future sustainability (Delmas & Lessem, 2017).

Numerous studies have considered customers' willingness to pay for a different product in the backdrop of developed nations. However, few studies have confirmed the consumers' willingness to pay higher for the foodstuffs with environmental credentials. Studies have also demonstrated that consumers having a positive perception towards the green environment are likely to invite their next of keens and friends to buy from restaurants that practice eco-friendly activities. On the contrary, a massive impact on support intentions comes from recent past buying. As a result, consumers who have earlier purchased eco-friendly products are more likely to buy them once more than those who have never buy them before. Although many consumers are willing to participate and commit to conserving the environment by buying eco-friendly products, some are doomed and have no concept whatsoever on environmental implications of buying from restaurants that do not care about the environment (Zulfikar & Mayvita, 2018).

On the contrary, a product is anything that can be offered to an individual to gratify his or her need or want, and it excludes practices, gender, organization, locations, and extra. However, consumers’ choice hinges on the mixture of the product qualities that best meet their needs on the basis of scopes, rate, worth, and previous satisfaction. Several scholars have envisioned service encounters into two forms, namely the major and minor service (Chan et al., 2016).

The primary attributes involve functional performance and non-essential characteristics that support fundamental qualities. On that note, the standard features of restaurant products are intangible, inseparable, and variability. On the contrary, the hospitality or restaurant business is a totality of total gratification with discrete attributes of all the products and services that makes up the expertise (Waheed, Khan & Ahmad, 2018).

One of the most significant aims of any business is retaining and sustaining present and past customers (Venkatesan & Jacob, 2019). If environmentally-friendly prod-
ucts need to be, considered or purchased by the customers then they have to do satisfactorily compared to predictable outcomes and attain consumer satisfaction on main qualities such as functional performance, quality, and price (Fischer, Brettel & Mauer, 2020).

Tian et al (2020) found that a positive behaviour towards eco-friendly practices did not result in consumers paying for the same. Only 21 percent were prepared to pay more on environmental initiatives, while the remaining percentage felt that the restaurant business should cater. Additionally, the study also found that more than 50 percent of the consumers thought that they could pay for five to seven percent more to purchase on restaurants that bestow eco-friendly wrapped materials upon them.

2.4 The Role of Green Packaging on brand Perception.

The image of a restaurant is crucial since it portrays how business is different from others. Various studies have revealed that the image affects consumers' perception of the restaurant. The impact of the organization's image is particularly significant in the hospitality sector for the impalpable features of a cafeteria were not assessed earlier before packaging. Consequently, the consumers are extremely reliant on the image of the eatery formed by palpable signals done inside and outside the restaurant business (Wang et al., 2018).

According to psychology, metaphors are often referred to as an intellectual visualizing and can be clearly mentioned as a discrete way of handling and keeping multi-sensory data in functioning memory. Based on the early study of green marketing done Groening, Sarkis & Zhu (2018), images in the hospitality industry display the shoppers’ mind hence enabling the sellers to understand the taste of consumers in an environment, partially by its useful features and somewhat by an impression of mental aspects. Conversely, in the earlier studies of the company's' appearance, scientists concentrated further on the practical and bodily qualities related to consumers' apparent appearance of the restaurant. Mehta& Tariq (2020) further explained that an image is expressed as a utility of silent traits of specific restaurants that have enacted and encourage green practices. Nonetheless, the green appearance was termed as customers' faith in the environmental picture of a cafe. The alleged green image towards the hotel was prejudiced by the roles of the restaurant's biological activities that are crucial for evaluating the greenness of the restaurant.
Furthermore, an investigation on corporate marketing indicated that green activities' function is a constituent of evolving the brand of a firm. The survey also added that incorporate selling trade images is also known as the total imprint the community has about the restaurant or hotel. This complete dint of a restaurant is constructed on numerous facets of the restaurant and features, for example, corporate responsibility that is aimed at conserving the environment, use of ecological packaging materials, and many other eco-friendly activities. Ju & Chang (2016) identified the determinants of the organization's image in the foodservice industry from consumers' perception. The authors also suggested that there are five factors that influence corporate brand in food service industries. These five determinants include corporate identity, reputation, service offering, natural ecosystem, and contract personnel. The result of the study indicated that the restaurant brand was derived mainly from status.

**2.4.1 Green Brand Perception:**

Zulfikar & Mayvita, (2018) confirmed that brand image is a crucial component of brand value, creating consumers' perceptions and links. On the contrary, a robust brand identity often creates an enhanced business image, thus putting the business ahead of its opponents. A business with a great brand identity is probable linked to advance quality and value, therefore, influencing consumers’ divine perception towards the product. The figurative connotation instigates consumers to stand with the trademark and express their ego and influence their positive perception, frequency purchasing, and brand loyalty. However, for this scenario, green brand identity refers to consumers' attitude of the identity as ecologically bearable and eco-friendly. In this case, consumers tend to observe advanced quality and green practices conducted by enterprises to enhance environmental purity.

**2.4.2 Eco-labelling:**

Eco-labelling is one of the methods anticipated to attain sustainability aims in the restaurant business. According to studies, researchers believe the eco-labelling approach is thought to as a latent to upsurge clients' cognizance about the environment. Authors Hashim, Yahya & Asrul (2018) noted that eco-labelling has the potential to affect restaurant stakeholders to produce and adopt eco-friendly activities. Studies have affirmed that
practicing eco-labels has been seen as a chance to intensify sales through product diversity, amplified responsibility, and improved business reputation due to caring about the environment. Although the eco-labelling approach is deemed an attractive and better instance of optimistic environmental activity, some restaurants provide false labels to attract customers, unlike undesirable ecological posts. There has been a criticism made to eco-labelling systems. In practice, there have been snags in the creation plans into practical and actual ways of enhancing the situation. According to Delmas and Lessem (2017), it is not possible to conclude that eco-labelling is proficient in underwriting positively to sustainability, which is similar to opinions articulated by Hashim Yahya & Asrul (2018).

2.4.3 Green Brand Attachment:

According to Ofstad et al (2017), attachment refers to the notch of the perceived linking between a person and a precise thing or item. The brand add-on is a result of a long-term relationship or association between a customer and the brand. Conversely, the closer the affiliation, the firmer the brand attachment. When an individual ought to consider identity as part of itself, it influences a brand self-connection. This means that a consumer will not be deterred to shop any other product apart from certain bearing a specific symbol or made from a particular material. A study conducted agreed that there is three consumption of green brands attachment, namely:

1. Purchasing green foodstuffs for rewarding the self and uttering one's anxiety and optimistic reaction toward the ecology.
2. Purchasing green products for inspiring the self and dedication on sticking with green future
3. Purchasing for permitting the personality to solve ecological issues.
3 EMPIRICAL STUDY:

3.1 Research methodology:

This part provides a summary of how the study was conducted. Nonetheless, a detailed explanation of methodological procedures on how the investigation was being done. In this study, two methods were used, namely, literature review and quantitative search. Literature review is used over other methods because it illustrates and helps us understand research gaps and other controversial issues that have been discussed before. Additionally, the literature review helps to position the examination within the framework and come up with empirical research associated with theoretical study.

The quantitative method would fit this study because of its function in the measurement of amount and quantity. Among the significant primary data collection methods, the survey was suitable for this study to collect and gather first-hand information. The questionnaire was built regarding the context of the report about purchasing behaviour, attitude, and consciousness towards eco-friendly practices. Since I was working in a restaurant, most of the data was from the meeting. Overall, quantitative research and literature review methods were favourable for this study because of the above facts.

3.2 Questionnaire building:

Quantitative has been chosen for this study. The questionnaire survey is conducted under the form of quantitative research. The survey consists of 5 different parts which are background information, customer behavior toward eco friendly packaging, the willingness to pay more, the preference material and the role of eco-friendly packaging on brand perception.

The background information includes 6 different questions to divide customers into different groups. In the second part, questions are separated into various categories to define customer behavior toward green packaging in restaurant. The third part consists of questions to determine the will to pay more of customer. In the next part, questions are used to briefly define the materials that customers prefer. Lastly, the part concentrates on the role of eco friendly packaging on brand perception.
Multiple choice questions are used in first section of the research so that customers and choose the answer from different options. In the next 3 parts, mostly questions are under the form of Likert scale questions. The response scales strongly disagree, disagree, neutral, agree, strongly agree are use respectively.

The questionnaire was conducted in simple and easy to understand English languages which can be seen from Appendix 2.

3.3 Data Collection:

The data collection process is conducted under the offline options so that the questions are prepared and printed out to collect data by interview customers in restaurant one by one. The survey was conducts in a sushi restaurant in Espoo area. Target to collect within 1 weeks (7days) from 16th to 22nd of November. The basic flow of customers from this restaurant is around 30 to 50 customers per day and it depends on day of the week as well. So, in average, the total population customers during 1 weeks in this restaurant is around 245 customers. During this season of epidemic, customers prefer buying food to go so mostly those who take away food are chosen for this survey so that the survey result will be more relevant. After the period of 7 days, 116 respondents are chosen which the response rate is around 50%.

3.4 Result analysis:

After collecting data one by one, all data are inserted to Excel file then imported to SPSS Statistic program for the analysis process. SPSS Statistic is chosen because it is well known as a professional program that is used for data analysis. There is no data is missing from the survey after checking. All data are carefully inserted to excel file in order to receive the most reliable result.
4 RESULT OF IMPERICAL STUDY:

After one week of conducting the survey, there are 116 respondents have participated in this study. All 116 respondent’s answers are valid and are used for the analysis. A valid respond is defined as questions are completed entirely without any blank answer.

Firstly, this study presents respondent demographics along with the following demographic characteristics: Gender, age, and income earned by the participants. The demographics provide insights and ways to view eco-friendly packaging when buying food products from restaurants.

4.1 Demographics:

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>64</td>
<td>55.2</td>
<td>55.2</td>
<td>55.2</td>
</tr>
<tr>
<td>Female</td>
<td>52</td>
<td>44.8</td>
<td>44.8</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>116</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Table 1: Gender of the participants.

A total of 116 respondents participated in the process. However, out of the total participants, 64 were male, while 52 were female. From this data, it is quite clear that most of the participants were male with a valid percentage of 55.2 as opposed to the female with a valid percentage of 44.8%. Overall the results depict that the survey was carried out by both genders equally, as shown in table 1.
The study was conducted among individuals of varying ages. Out of the total samples of 116 respondents, 21.1% were aged between 18-24, 59.5% were aged 25-34 years, 19.0% were aged between 35-44 years, and 9.5% were aged 45 years and above, as shown in figure 2 above. From this, data is a clear indication that the majority of the respondents were youth stage aged between 25-44 years. From the facts, this age bracket consists of people who are fond of shopping takeaway foodstuffs from restaurants. Additionally, this age group is characterized by students who are at the college and university level. As a result, they will spend most of their money to buy products from restaurants and consume them in their respective rooms or premises. However, the few people who have jobs often buy products to spend with families in their respective homes.

From the above table, the majority of the respondents earn between 10,000 Euro-80,000 Euros. However, only 3.4% of the respondents (4) earn above 80,000 Euros. This reveals

**Table 2: Ages of the respondents.**

The study was conducted among individuals of varying ages. Out of the total samples of 116 respondents, 21.1% were aged between 18-24, 59.5% were aged 25-34 years, 19.0% were aged between 35-44 years, and 9.5% were aged 45 years and above, as shown in figure 2 above. From this, data is a clear indication that the majority of the respondents were youth stage aged between 25-44 years. From the facts, this age bracket consists of people who are fond of shopping takeaway foodstuffs from restaurants. Additionally, this age group is characterized by students who are at the college and university level. As a result, they will spend most of their money to buy products from restaurants and consume them in their respective rooms or premises. However, the few people who have jobs often buy products to spend with families in their respective homes.

From the above table, the majority of the respondents earn between 10,000 Euro-80,000 Euros. However, only 3.4% of the respondents (4) earn above 80,000 Euros. This reveals
that the majority of the respondents were either students or people in grade one of their jobs.

Table 3: Respondents' annual income.

<table>
<thead>
<tr>
<th>Have you ever bought take away order in a green package?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
</tr>
<tr>
<td>Valid Yes</td>
</tr>
</tbody>
</table>

Table 4: Purchase takeaway order in a green package

We can deduce that all 116 respondents agree to have bought some takeaway foodstuff from restaurants wrapped with green packaging from the above table.

<table>
<thead>
<tr>
<th>The brand, the name of the restaurant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
</tr>
<tr>
<td>Valid No</td>
</tr>
<tr>
<td>Yes</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>The restaurant's impact on the environment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
</tr>
<tr>
<td>Valid No</td>
</tr>
<tr>
<td>Yes</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

Table 5: Factors affect the decision to buy in restaurant.

From this table, it is clear that the majority of respondents, 75, opts for a brand or the name of the business before purchasing any foodstuff. However, 41 of the respondents are equivalent to 35.3 % would consider the brand neither the restaurant's name when shopping for their products. in the second category of the table, most respondents, 63 of
them, were positive that restaurants have the greatest impact on the environment. The restaurant under management has the greatest influence to persuade or implement facets that would see customers adopt eco-friendly practices for their benefits. Nonetheless, 53 of the total respondents were not positive about the restaurant's impact on the environment, as shown in the table above.

*Table 6: Likeliness of respondents to dine at green or sustainable restaurant.*

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid Yes</td>
<td>73</td>
<td>62.9</td>
<td>62.9</td>
<td>62.9</td>
</tr>
<tr>
<td>Don't know</td>
<td>43</td>
<td>37.1</td>
<td>37.1</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>116</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

From the table above, we can deduce that 62.9% of the participants would choose to dine at a green or sustainable restaurant. However, 37.1%, which represents 41 out of 116 respondents, were not aware and would choose any restaurant to dine at or buy takeaway foods.
4.2 Customers Behaviour towards Green Packaging

Customer behavior toward green packaging:

<table>
<thead>
<tr>
<th>Statistics</th>
<th>I always purchase product in green package</th>
<th>I believe that green package makes a huge impact on creating better environment</th>
<th>I will change my decision to buy product if it is environmentally friendly</th>
<th>I acknowledge the need of switching to product that is eco-friendly</th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
<td>116</td>
<td>116</td>
<td>116</td>
<td>116</td>
</tr>
<tr>
<td>Valid</td>
<td>116</td>
<td>116</td>
<td>116</td>
<td>116</td>
</tr>
<tr>
<td>Missing</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Mean</td>
<td>2.56</td>
<td>3.78</td>
<td>3.39</td>
<td>4.02</td>
</tr>
<tr>
<td>Std. Deviation</td>
<td>1.024</td>
<td>.803</td>
<td>.669</td>
<td>.659</td>
</tr>
</tbody>
</table>

Table 7: Customer behaviour towards green packaging.

Table 7 above all 116 respondents are positive on green environment. all of the participants responded that they always go for products in green packaging. additionally, they all remain positive that green packaging makes a huge impact in enhancing environment. nonetheless, they also agree that they were willing to change their decision to buy product that are environmentally friendly.

Table 8: Customers' purchasing product in green packaging.
From table 8 more than half of the participants, 65 responded that they do not always purchase their products in green packaging. however, 15 of them were not aware and would buy their products unknowingly so long as it is wrapped with any material, they do not care.

Table 9: Participants who believe green packaging impact on better environment.
Table 10: Participants acknowledging need of switching to products that are eco-friendly.

In Table 9, of the total participants believe that green packaging has a huge impact on the environment. However, 15 of them do not agree. On the other hand, those agreeing to switch and buy products that are wrapped in eco-friendly packaging were significant compared to those neutral.

4.3 Willingness to pay more for eco friendly packaging:

Table 11: Cost and green packaging.

Ninety-seven participants agree that green packaging is expensive than non-green packaging. This is true by the facts because the processing of these materials requires a higher technology than using non-biodegradable packaging materials. Nineteen of the total samples were neutral.
Table 12: Cost and human health.

In the table above, things were different, as most consumers remain numb on whether to pay more or less for environmentally friendly foods. However, 21.6% of the consumers disagree with paying more for the that are less harmful to the environment. This implies that the consumers were concerned with their health and would pay as much as required to ensure their health is safe.

4.4 Preference Materials for Green Packaging

Table 13: Preference materials for green packaging.
From the information above, we can deduce that all the consumers preferred green packaging. This is depicted by the positive standard deviation of both instances, such as green packaging can be reused many times; green materials should be labelled among others.

<table>
<thead>
<tr>
<th>I think green materials should be recyclable, reusable or disposable.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td>-------------------</td>
</tr>
<tr>
<td>Valid Neutral</td>
</tr>
<tr>
<td>Agree</td>
</tr>
<tr>
<td>Strongly agree</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

Table 14: Consumers' perception on whether green materials should be, recycled, re-used, or disposed.

From the data, the majority of the participants disclosed that packaging materials made from biodegradable materials ensure the quality of the products or food substance is in a good state. However, few were not aware of the green packaging, though they retaliated that they were willing to adopt green packaging programs if they are sensitized.
Green Packaging on Brand Perception and Adoption

Table 15: Green packaging on brand perception and adoption.

<table>
<thead>
<tr>
<th>Statistics</th>
<th>N</th>
<th>Valid</th>
<th>Missing</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>I would recommend restaurant that use green packaging to my friends.</td>
<td></td>
<td>116</td>
<td>0</td>
<td>4.09</td>
<td>.787</td>
</tr>
<tr>
<td>I prefer to buy food from restaurant if it has a brand name with eco-friendly concepts.</td>
<td></td>
<td>116</td>
<td>0</td>
<td>3.06</td>
<td>.701</td>
</tr>
<tr>
<td>I believe that food in green packaging are better quality than non-green ones.</td>
<td></td>
<td>116</td>
<td>0</td>
<td>3.79</td>
<td>.448</td>
</tr>
<tr>
<td>I prefer food offered by restaurant with higher responsibility to the environment.</td>
<td></td>
<td>116</td>
<td>0</td>
<td>3.75</td>
<td>.454</td>
</tr>
<tr>
<td>I am likely to buy food that are packed by recycled materials to save resource and energy.</td>
<td></td>
<td>116</td>
<td>0</td>
<td>3.78</td>
<td>.507</td>
</tr>
</tbody>
</table>

Contemporary customers like examining the brand of the restaurant before transacting any business. However, the above information depicts that the restaurant brand plays a crucial role in convincing customers to buy its products. The data reveals that all consumers were positive that they would always recommend their friends to shop at restaurants that engage in eco-friendly activities. This is also evident by a positive standard deviation in all instances that ranges from recommending friends to buy on restaurants that practice eco-friendly activities to restaurants that are concern with ensuring that their working premises are sustainable.
Table 16: Material Preference.

In this category majority of the consumers responded that they would buy food from a restaurant that engages in eco-friendly practices. However, 23 out of 116 participants disagree with being attracted by brand, those who agree outnumbered them significantly.

Table 17: Switch to use green packaging.

Table 17 below reveals that all consumers who participated in the questionnaire were willing to switch and use eco-friendly materials since they all voted yes.
5 DISCUSSION AND FINDING

This chapter offers an explanation of how the objectives of the study have arrived. Additionally, throughout the chapter, I will be offering comparisons on how my results agree or disagree with findings found in my literature.

5.1 Objective one was formulated in order to know how green packaging affects consumers’ perception in restaurants.

Green packaging is one of the essential approaches that not only protects the environment but also enhances the health of the consumers. Consumers who are conversant about the environment would be forced to buy products that are environmentally friendly despite the cost. Additionally, consumers who are aware of a good environment will be forced to ditch restaurants that do not engage in environmental practices. However, those who are inept of this information often chose to buy products in any restaurant. The results from the survey depict that the majority of them are concerned with green practices and it influences their behaviour in many ways. That is 65 responded that they do not always purchase their products in green packaging. However, 15 of the total participants were not aware and would buy their products unknowingly so long as it is wrapped with any material, they do not care. These values depict that consumers are aware of environmental challenges and the majority are willing to be associated with restaurants that care about their environment since they are aware of the consequences of a dirty environment.

These findings disagree with research conducted by Shin et al (2018) to examine the intentions of why consumers visit restaurants that practice green practices using Ajzen's Theory of planned behaviour. The authors found that all the precursors-attitude, own norms, and perceived behaviour control, had a positive impact on consumers' intentions to choose a green hotel over the non-green hotel. Although there was no significant statistical difference in paths between ecological activists and non-activists, another study
conducted by Namkung, & Jang (2017) revealed that customers’ in the United States had a higher degree of involvement in environmentally and socially responsible practices in the restaurant. Recent studies have revealed that the majority of consumers do not have profound knowledge concerning sustainable products. According to Othman et al. (2020), ecological knowledge exists in two forms, namely education and self-experience, that would help one understand the environment’s basics and factors.

Slato et al. (2020) assessed that more knowledge relating to the environmental concerns and other facets close to the environment. The authors assert that a sustainable environment involves making more profound decisions that involved promoting and preserving the natural ecosystem. The reason for these differences is that my sample size was small compared to the other authors’ samples and thus making a huge difference. In another research, it was noted that consumers who possess a typical awareness of environmental concerns tend to be careful when choosing restaurants’ products. However, those who are inept of knowledge tend to buy without checking on the packaging material's content. The research then advises that restaurants need to provide more information concerning the environment to make consumers aware of what they are going to buy for their sustainability.

5.2 The willingness of consumers to pay more for environmentally friendly packaging and account for their demands of sustainability.

The urging issue here is to confirm the customers’ willingness to spend more on products that are environmentally friendly or not. The findings from my research depict that majority of the consumers were willing to spend more than the ordinary amount simply to purchase eco-friendly products. The results reveal that 36 out of 116 consumers were willing to pay more for packaging that is less harmful products. However, 25 of the
respondents were not willing to pay more for eco-friendly products. The rest were undecided. From these results, it is crystal clear that consumers are concerned about their health and they were willing to pay as much as instructed by restaurants attended to enhance their health. However, in another survey, all 116 consumers responded that they were willing to shift if possible and buy food that contained an eco-friendly package to not only improve their health but also make their environment sustainable. These findings agree with research conducted by Tan et al., 2019 and Nigam & Kumari, 2018. The authors were concerned about the willingness of the customers to pay more for restaurants provided the restaurant is the concern about conserving the environment. In both cases, authors found that a positive behaviour towards eco-friendly practices did not result in consumers paying for the same. Only 21 percent were prepared to pay more on environmental initiatives, while the remaining percentage felt that the restaurant business should cater.

Additionally, the study also found that more than 50 percent of the consumers thought that they could pay for five to seven percent more to purchase on restaurants that bestow eco-friendly wrapped materials upon them. Other than confirming the above findings, the authors also recognize the need for eco-friendly practices in the restaurant business. Several benefits associated with this approach include reduced financial risks, improved customer relations, increased harmony with the community, and the creation of competitive environment-friendly marketing. Other benefits associated with green practices include enhanced image and devotion of business significant shareholders.

5.3 Whether the consumers prefer any environmentally friendly products as materials for packaging.

This objective was brought forward to get suggestions from consumers concerning their preference for any environmentally friendly products as materials for packaging. Findings from the research revealed that all 116 respondents are positive about the green
environment. All the participants responded that they always go for products in green packaging. Additionally, they all remain positive that green packaging makes a huge impact in enhancing the environment. Nonetheless, they also agree that they were willing to change their decision to buy the products that are ecologically friendly. On the contrary, no one willing to be associated with restaurants that do not care about the wellbeing of the customers. This result is a clear indication that the majority of the consumers prefer any material wrapped or packaged to their products be environmentally friendly.

My findings agree with the majority of the research done before. Simmonds & Spends, (2017 affirmed that consumers respond positively to eco-friendly packaging. they further found that packaging serves diverse functions including changing the consumers’ perception and buying behaviour. The current empirical phenomenon reveals that eco-friendly packaging products are crucial issues for both scholars and industries. Several corporations and states have concentrated on improving green packaging, such as biodegradable materials, getting rid of plastic waste, and recycling wastes to conserve the environment.

On the other hand, research conducted by Choi and Pars (2016) focuses on the management attitude to engage in eco-friendly practices. In their research, they found that one of the most significant aims of any business is retaining and sustaining present and past customers. However, in order to entice most consumers, it is essential to engage in practices that favour consumers taste and preferences. The research conducted also agrees with my findings. They claim that majority of consumers were willing to dig into their pockets and pay more than usual menu prices if the restaurant they are purchasing is showing concerns on environmental conservations. These studies provide a practical application to restaurant management. Additionally, to improve sales, the cultural aspect should be highlighted when restaurant management adopts ecological practices.
5.4 Lastly, the purpose of the study was to find out the role of green packaging on brand perception and adoption.

Ecological practices practiced by a restaurant can enhance or pull the image of the company. In many cases who are interested in a certain restaurant because of green practices would recommend a friend to visit the place or acts as ambassadors of the restaurant. The findings from the research depict that all the consumers were positive that they would always recommend their friends to shop in restaurants that engage in eco-friendly activities. This is also evident by a positive standard deviation in all instances that ranges from recommending friends to buy on restaurants that practice eco-friendly activities to restaurants that are concerned with ensuring that their working premises are sustainable. In another category that was conducted to confirm whether consumers would buy their food from the company whose brand is attached with ecological concepts, 26 of them were positive that they would buy from the company that has branded its name alongside ecological concepts. Nonetheless, all 116 participants agree that they were willing to switch to green packaging for they are aware of the benefits associated with eco-friendly packaging. Though few might question this move, a sensitization by the company would see them shift easily. These results are completely the same as findings from previous studies that found the same results. Zulfikar & Mayvita (2018) confirmed that brand image is a crucial component of brand value, creating consumers' perceptions and links. They confirm that the figurative connotation instigates consumers to stand with the trademark and express their ego and influence their positive perception, frequency purchasing, and brand loyalty. However, for this scenario, green brand identity refers to consumers' attitude of the identity as ecologically bearable and eco-friendly. Additionally, Ofstad et al (2017), asserts that brand attachment is imperative because it strengthens the relationship of the consumers with the restaurant. When an individual ought to consider identity as
part of itself, it influences a brand self-connection. This means that a consumer will not be deterred to shop any other product apart from a specific one bearing a specific symbol or made from a particular material.
6 CONCLUSION

6.1 Summary of the Results:

The results of the empirical study were analysed based on 116 participants' answers. This study's main objective is to examine environmentally friendly packaging on consumer behaviour in the restaurant business. Additionally, the research elaborates on factors that influence consumer buying as well. The demographic analysis suggested that the results suggested that individuals aged 18-54 years and mainly consumers at all levels of education, other working and earning between 0 to 80,000 Euros. Ultimately, the analysis was analysed based on consumer behaviour on the experiences with ecological products, their ability to recommend their friends to purchase eco-friendly products, their attitude towards the brand and the restaurant, among others. The gathered results depict that majority of the customers were willing to shift and buy products packed with eco-friendly materials. Additionally, out of 116 respondents, more than three quarters were willing to pay more to buy environmentally friendly products. Out of the four objectives of this research, the findings from three of them agrees with research that had been done previously.

While investigating the effect of eco-friendly Packaging, the findings reveal positive evaluation from low-income and high-income participants relating to the functions of enhancing product quality, enhancing ecological practices among the restaurant owners, and providing the convenience of ecological Packaging. Nonetheless, the research also pointed out that consumers play a crucial role in ensuring customers' number flocking into a restaurant. For instance, if the company is engaged in ecological practices or attaching eco-friendly concepts to their brands, the customer will have to preach a goodwill message to others about the company. Additionally, consumers concerned about their
well-being will be forced to look for restaurants that engage in ecological practices to protect their health and the environment.

Besides, ecological Packaging provides huge benefits to consumers and other people around the vicinity; consumers also asserted that price is a concerning factor in purchasing decisions. This was evident in the result when we found that restaurants were willing to raise their products' prices whose Packaging condones with the environment. Finally, the reliability of the participants reflected trustworthiness among them. Though some were not concerned about what to do and remain neutral through the survey, some contribute gave positive results. Reliability of the packaging data was determined as a facet affecting consumer behaviour in promoting and providing convenience to the consumers.

6.2 Recommendations:

One of the aims of this thesis was consumers' willingness to pay more for environmentally friendly packaging and account for their demands of sustainability. Through previous researchers, surveys, and focus groups, relevant and significant elements have been reached. According to the results, more than half of the consumers buy ecologically packed products. Even though this significant number majority of them lack profound information and knowledge concerning eco-friendly packaging. It is noted that most consumers would want more information concerning the benefits of sustainable packaging for the environment and them. Therefore, to ensure the consumers' access to information about sustainable environment coupled with packaging, there is a need for the concerned parties to improve communication in both platforms to ensure the consumers are aware of this content and contemplate to ensure they are conversant for sustainable environment and the need to shop on restaurants that engage on ecological practices.
The research findings depict that the youthful generation is largely involved in the purchasing process and consequently make decisions about buying an eco-friendly packaged product. Targeting this age bracket of consumers, the chances of reactions to an ad campaign might be advanced than targeting another group. The ad campaign should be directed to the youth to make the youths aware of the importance of buying eco-friendly products.

The last recommendation is made for restaurants, and any business entity selling finished products to ensure continued sensitization to consumers on the importance of buying products wrapped with biodegradable materials. Sensitization will help the consumers care about their surroundings and overall well-being as they continue buying from the restaurant. Additionally, continued sensitization will also offer a better environment for the future generation.

6.3 Limitation:

Some of the limitations realized when I was conducting the research include the sincerity of the participants. Though many were willing to be interviewed, few could deliver exact information and write them to the questionnaire. The other thing realized when doing the project is most of my literature was based on secondary facts, which may not be true.

Generalization of the research findings is limited due to a convenience sample within a limited sample size. However, future research may use a more heterogeneous sample in terms of gender, ethnicity, marital status, and collecting data at various restaurants to arrive at a consensus rather than collecting data in one restaurant as per the research. Additionally, the research findings were also limited to specific participants given as examples in the questionnaire. Similarly, the study's findings provided a foundation
for further research on the relationships among consumers' perceptions, environment consciousness, attitude, and patronage intentions. Additionally, further investigation should be conducted with a different theoretical approach. This will help the researcher to gather various data and facts for comparison purposes. Further investigations should also include researcher-involving impacts retail brands that are engaged in the provision of the recycled materials. This approach will help the researcher to get information and views on using recycled packaging materials. In order to obtain more advanced reasoning behind the consumers' purchase desires and other variables that are considered social responsibility activities that restaurants could engage in can be studied further.

Moreover, further testing of variables such as consumer variables, eco-friendly consciousness is necessary. The role of green packaging on brand perception and adoption and many other variables. Further investigation on these variables would help the researchers give their version of the story, thus helping a future generation compare the results. Another investigation that can be done is about the relationship between sustainable products and brand loyalty. In this case, a researcher would have to determine if sustainable products influence the degree of the restaurant or business entity loyalty. Linking this investigation to the research would determine if the brand devotion concerning sustainable products is related to the store offer.

6.4 Reliability and Validity:

Reliability and validity are used to check the quality of the research. Reliability and validity define the consistency and accuracy of the measure, respectively. This study was guided by clear ethical requirements and practices that have to be followed. Notably, more ethical requirements are put in place when the research conducted involves human subjects. Thus, the consent of the participants was sought before they could participate in the survey. Submissive is an indication that the respondent agrees to take part in the study
without being coerced. The other ethical facet that was observed in the study is maintaining the responses from the respondents secretive. No information could identify a particular response with the data given. Additionally, no respondents were forced to participate in the survey process. This is in accordance with the ethics and freedom of the respondents.

As mentioned above, reliability define the consistency of the study by using Cronbach’s Alpha. The result is from 0 to 1. If the result is greater than 0.7, it is acceptable.

![Reliability Statistics](image)

Table 9. Reliability Statistic.

As table below, the result is 0.734 which is more than 0.7. Hence, the reliability of the study is confirmed.
REFERENCES


THE EFFECT OF ECO-FRIENDLY PACKAGING ON CONSUMER BEHAVIOR IN THE RESTAURANT BUSINESS SURVEY

I am Hoa Dinh, the fourth-year student at Vaasa University of Applied Science. The questionnaire is designed as part of my Research Report to investigate The Effect of Eco-friendly Packaging on Consumer Behaviour in the Restaurant Business. I will appreciate it if you spend a few minutes participating in this survey by kindly answer the below questions

SECTION I

Demographics

1. Gender

   1. Male
   2. Female

2. Age range

   1. 18-24
   2. 25-34
   3. 35-44
   4. 45-54
   5. 55-64
   6. 65+

3. Annual Income

   Under 10 000 EUR
   10 000 EUR – 40 000 EUR
   40 000 EUR – 80 000 EUR
   Above 80 000 EUR

4. Have you ever bought take away order in a green package?

   Yes
   No
5. When you decide to buy food from any restaurant what aspects are important?

(0) No  [ ]  (1) Yes  [ ]

☐ The price of the food
☐ The quality of the food
☐ The service they offer
☐ The brand, the name of the restaurant
☐ The restaurant’s impact on the environment.

6. Are you more likely to dine at a "green" or sustainable restaurant?

☐ Yes (1)
☐ No (2)
☐ Don't know (3)

SECTION 2

Customer behaviour/ perception toward green package.

Please indicate your opinion about the following statements by using assessment:

1- Strongly disagree. 2- Disagree. 3- Neutral. 4- Agree. 5- Strongly agree

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>I always purchase product in green package.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I believe that green package makes a huge impact on creating better environment.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I will change my decision to buy product if it is environmentally friendly.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I acknowledge the need of switching to product that is eco-friendly.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
SECTION 3
Willingness to pay more for green products

Please indicate your opinion about the following statements by using assessment:

1- Strongly disagree. 2- Disagree. 3- Neutral. 4- Agree. 5- Strongly agree

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>I believe that food is packed by green packaging is more expensive than non-green one</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I would like to pay more for the food that its packaging is less harmful to the environment and human health.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I believe the price of green products affects my decision to purchase them</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Indicate the percentage you are willing to pay for green packaging?

☐ 5% (1)  ☐ 7% (2)  ☐ 10% (3)
☐ Other, specific amount ……………% (4)

SECTION 4
Preference materials for green packaging

1- Strongly disagree. 2- Disagree. 3- Neutral. 4- Agree. 5- Strongly agree

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>I think green materials should be recyclable, reusable or disposable.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I prefer package that I can reuse it many times.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-------------------------------------------------</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td></td>
</tr>
<tr>
<td>I think green packaging should have green label on it.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I don’t have any preference for green material but at least no plastic.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**SECTION 4**

**Green packaging on brand perception and adoption.**

Please indicate your opinion about the following statements by using assessment:

1- Strongly disagree. 2- Disagree. 3- Neutral. 4- Agree. 5- Strongly agree

<table>
<thead>
<tr>
<th>I would recommend restaurant that use green packaging to my friends.</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>I prefer to buy food from restaurant if it has a brand name with eco-friendly concepts.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I believe that food in green packaging are better quality than non-green ones.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I prefer food offered by restaurant with higher responsibility to the environment.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I am likely to buy food that are packed by recycled materials to save resource and energy.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Should restaurants switch to use green packaging?

☐ Yes (1) ☐ No (2)

THANK YOU VERY MUCH!