

The Responsible Diner. Do Consumers really care about a restaurant's sustainable practice?



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THE RESPONSIBLE DINER. DO CONSUMERS REALLY CARE ABOUT A RESTAURANT'S SUSTAINABLE PRACTICE?

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GRIN Publishing Nov 2014, 2014. Taschenbuch. Condition: Neu. Neuware - Bachelor Thesis from the year 2014 in the subject Business economics - Business Ethics, Corporate Ethics, grade: First Class Honours, South Bank University London, course: BA (Hons) Hospitality and Business Management - Sustainability within the Restaurant Industry, language: English, abstract: This paper considers the values and perceptions of diners' in relation to the concept of sustainability and presents an analysis of impact on their decision- making process when eating out at restaurants. From the literature review it appears that the context of sustainability has evolved gradually throughout human history; however only a few studies have been conducted with regards to diners' choice towards sustainable restaurants despite recent studies suggesting that more consumers are avoiding goods that leave a large footprint on the environment. The aim of this dissertation is therefore to discuss in critical terms whether a restaurant's 'green' practice impacts on customers' behavioural intentions and to analyse if consumers' attitude to dining out has changed towards a more responsible approach in the restaurant environment. A survey of 417 restaurant diners from three casual and three fine dining restaurants within Greater London and seven interviews with relevant industry stakeholders revealed relevant information on the topic under discussion leading to an indication of whether diners really care or not about a restaurant's sustainable practice; this also included an investigation of whether customers are aware of the environmental issues related to the restaurant industry and if they are concerned about it. Those diners that expressed concern were asked to indicate which environmental issues they are most interested in. Lastly, this research examined the factors that influence consumers towards a more sustainable commitment. A range of recommendations are provided based on the findings from the literature review and primary data. Ultimately, this dissertation...



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