

# The Behavioral Intention of Millennial Consumer Towards Green Fast-Food Retail

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## ABSTRACT

The millennial increasing interest in green products indirectly affects the existence of fast food, which is previously often associated with something unhealthy. Some fast-food practitioners are now offering several products they claim to be “greener”. However, it is still very rare to launch outlets with more "green" or "eco-friendly" thematic even though the negative perception about fast food retail is sometimes related to the food place itself. Therefore, this study aims to determine consumer behavior intention, millennial generation in this case, towards green fast food retail with the scope of study in West Java, Indonesia. This study was conducted on 402 respondents by adopting the TPB theory as the variable under study. It used a quantitative approach and was processed using Smart-PLS. The results show that the company's green practices, physical servicescape, and price fairness affect consumer behavior control which has a very significant influence on consumer behavior intention in green fast food retail.

**Keywords:** *Behaviour Intention, Green Fast Food Retail, Green Practices, Physical Servicescape, Price Fairness, Millennial Consumer.*

## 1. INTRODUCTION

In recent years, environmental issues are most frequently discussed, and it ends in pro-environmental behavior or green behavior from consumers [1], one of which is by consuming green products [2]. Consumer interest in sustainable products/green products has increased quite steadily, more than 50% in the last 7 years. It is also stated that consumers are willing to pay more for green products. Another research from Global Web Index [3] shows that millennials (Y) are very interested in green products, with 61% of Generation Y willing to pay more for green products. This is supported by research results from Commetric.com [4] which say that the public under the age of 40 years prefers organic food. So, it can be assumed that the market potential of green products is the millennial generation – those who are in the age range of 20-40 years as of 2020 or born between 1980 - 2000 [5].

This huge interest in green products surely affects the food industry since the public is now introducing new terms, namely "lifestyles of health and sustainability" (LOHAS), "slow food", and certain diet patterns. These terms indirectly become a challenge for the food industry,

especially the fast-food retailers, because of the negative (unhealthy) perception attached to them [6].

Knowing this, several fast-food retailers are trying to implement green by offering greener products, both in terms of packaging and food quality/composition [4]. However, there are still few fast-food retailers who have launched outlets with a more "green" or "eco-friendly" thematic, whereas the negative perception of fast-food retail is also related to the food place itself or physical servicescape [7].

This phenomenon is due to the difficulty of fast-food practitioners in determining effective methods to create green fast-food retail and the lack of data on consumer behavior related to green fast-food retail [8]. The behavioral intention in green fast-food retail can be shown from the desire to buy, to recommend [9, 10], to visit [11], and to pay more [12]. This is very unfortunate considering the existence of fast-food retail continues to increase, especially in West Java, based on Badan Pusat Statistik in 2018.

Therefore, this study aims to measure the effect of price fairness, company green practices, and physical servicescapes on consumer behavior intention mediated

by consumer behavior control. It is hypothesized that price fairness, company green practices, and physical servicescape have an influence on perceived behavioral control.

## 2. LITERATURE REVIEW

### 2.1. Perceived Green Practice

Green practices are one of the ways companies can go green [13], which means being more responsible for the environment by reducing environmental impacts from company practices [14]. Therefore, green practices have become a new philosophy that helps companies achieve economic goals while increasing environmental awareness [15]. Based on [13] summarized from several previous studies, green practices in green restaurants have three attributes, namely food-focused green attributes, environment-focused green attributes, and administration-focused green attributes.

A restaurant's green attribute can affect customers' choice of green restaurant [16]. Previous studies show that control beliefs on green practices can affect consumers' perceived behavioral control [17]. In line with [18], consumers will more often choose restaurants that implement green practices. Thus, the hypothesis is:

*H1: Perceived green practice has a positive significant impact on perceived behavioral control.*

### 2.2. Perceived Physical Servicescape

A physical servicescape or the surrounding environment is a place that provides a setting for human activities. In restaurants, the physical servicescape is an important aspect that has a competitive value [19]. Green Physical Servicescape refers to the green built environment which includes green items, green environmental conditions, and green spaces [20]. Several previous studies have stated that physical servicescape can positively influence customer behavior control [19], [20]. Then, the next hypothesis is:

*H2: Perceived physical servicescape has a positive significant impact on perceived behavioral control.*

### 2.3. Perceived Price Fairness

Price is an important marketing factor that can influence customer behavior. Price fairness refers to the overall customer perception of the offered price whether it is fair or not [21]. Previous research has shown that price fairness can influence WOM and behavior change [22]. Supported by Rama [23], price fairness can affect changes in consumer behavior and greatly influences consumer choices. Then, the next hypothesis is:

*H3: Perceived price fairness has a positive significant impact on perceived behavioral control.*

### 2.4. Perceived Behavioral Control of Behavioral Intention

Perceived behavioral control is one of the attributes of the Theory of Planned Behavior [24]. This theory can predict consumer behavior intention that affects their actual behavior accurately [11, 25]. The behavioral intention in the green food and beverage industry is shown from the intention to visit and positive WOM willingness to pay more [26].

The perception of behavioral control is a feeling that refers to the ease or difficulty in performing a behavior [24]. Research by Setyawan et al. states that perceived behavioral control has a significant influence on customer intention [27]. It is in line with research from Dalila et al., [28] that consumer behavioral control has a significant effect on the intention to consume a product. Thus, the last hypothesis is:

*H4: Perceived behavioral control has a positive significant impact on behavioral intention.*

### 2.5. Research Models and Hypotheses

Based on the literature review, the research model proposed is shown in Figure 1.

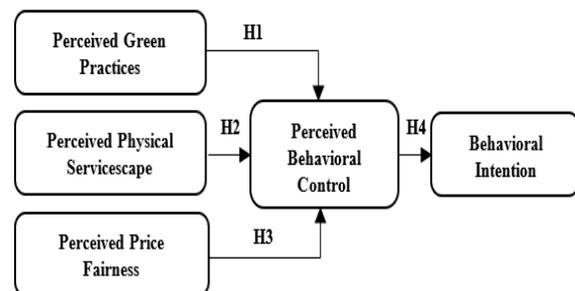


Figure 1 Research Model

## 3. RESEARCH METHODS

### 3.1. Research Design

Research design is a research framework that explains how the procedures for achieving marketing research objectives and how research problems are solved [29]. This study used a descriptive cross-sectional design because it described the characteristics of the market [30] whose research is clearly structured and data collection was carried out once in a while [29].

### 3.2. Population and Sample

Population was people, goods, or organizations that have certain values and characteristics that are determined as data sources by researchers [31]. Meanwhile, the sample is part of the population. The sampling technique used was probability sampling,

where there are equal opportunities for all members of the population to be selected as samples in the study. The population in this study was Millennial Generation of fast-food consumers in West Java with 402 respondents as the sample.

### 3.3. Data Collection

The primary data were obtained using a questionnaire. The questionnaire is a structured data collection technique consisting of several questions answered by respondents [32]. The questionnaire was distributed online using Google Form. This study used a Likert measurement scale; the respondents were asked to answer questions by choosing to agree or disagree [29], starting from 1 for strongly disagree to 5 for strongly agree.

### 3.4. Data Analysis

The data were analyzed using the Measurement Model and Structural Model. The Measurement Model is intended to test the outer model of the collected data, in the form of validity and reliability [31]. Validity analysis can test the level of accuracy and truth of the data obtained. Meanwhile, Reliability is intended to test the level of trust and consistency of a variable from the collected data.

After the outer model criteria were met, then the inner model analysis was carried out using the Structural Model. Structural Model includes analysis of Goodness of Fit (GoF) and regression. The GoF analysis aims to ensure that the model used is correct and valid. Then a regression analysis is performed to determine the level of significance between the variables tested and to see the result of hypotheses tested [33].

## 4. RESULTS AND DISCUSSION

### 4.1. Respondent Demographics

The demographics of 402 respondents are shown in Table 1. There is six respondents' information collected from this study, namely gender, age, last education, occupation, income, and frequency of consuming fast food in a month.

**Table 1.** Respondent Demographics

Description	Freq	%
<b>Gender</b>		
Male	148	36.8%
Female	254	63.2%
<b>Age</b>		
20 - 26	378	94%
27 - 33	16	4%
33 - 40	8	2%
<b>Last Education</b>		
Elementary School	0	0%
Secondary school	0	0%
Senior High School	215	53.5%
Diploma III	59	14.7%
Bachelor/ Diploma IV	127	31.6%
<b>Occupation</b>		
Student	251	62.4%
Government employee	2	0.5%
Private employee	74	18.4%
Entrepreneur	24	6%
Others	51	12.7%
<b>Income</b>		
< Rp. 1.000.000	199	49.5%
Rp. 1.000.000 - Rp. 2.000.000	85	21.1%
Rp. 2.000.001 - Rp. 3.000.000	43	10.7%
Rp. 3.000.001 - Rp. 4.000.000	29	7.2%
> Rp. 4.000.001	46	11.4%
<b>Frequency of consuming fast food in a month</b>		
< 4 times	263	65.4%
5 - 8 times	105	26.1%
9 - 12 time	12	3%
> 12 time	22	5.5%

Based on Table 1, it can be seen that 63.2% of respondents are women and are dominated by the age of 20-26 years. 49.5% of respondents have income < Rp. 1,000,000 with a frequency of consuming fast food < 4 times a month.

### 4.2. Validity and Reliability

A construct can be said to be valid if the loading factor is above 0.7 and the AVE is above 0.5. Based on the table, it can be seen that all of the tested constructs are valid. Further, it can be seen that Composite Reliability is above 0.7 [34], which means that all constructs are reliable. Table 2 shows the validity and reliability of each tested construct.

**Table 2.** Validity and Reliability

Variable	Loading	CR	AVE
<b>Perceived Green Practices</b>			
PGP.1	0,721	0,818	0,530
PGP.2	0,765		
PGP.3	0,668		
PGP.4	0,754		
<b>Perceived Physical Servicescape</b>			
PPS.1	0,881	0,868	0,688
PPS.2	0,885		
PPS.3	0,712		
<b>Perceived Price Fairness</b>			
PPF.1	0,727	0,760	0,614
PPF.2	0,836		
<b>Perceived Behavioral Control</b>			
PBC.1	0,859	0,853	0,743
PBC.2	0,865		
<b>Behavioral Intention</b>			
BI.1	0,805	0,841	0,639
BI.2	0,787		
BI.3	0,806		

#### 4.2. Goodness of Fit (GoF)

GoF can be seen from the results of the square root of R2 and AVE, with a large indicator if > 0.36, moderate if > 0.25, and small if > 0.10 [41]. Based on Table 3, it can be seen that the research model used is very suitable because the GoF value is > 0.36, precisely 0.475. Based on R2 of 0.351, it shows that the average contribution between variables is 35.1%. In addition, the model used also has good predictive relevance because the value of Q2 is > 0.

**Table 3.** Goodness of Fit

Variable	AVE	R <sup>2</sup>	Q <sup>2</sup>
Perceived Green Practices	0,530		
Perceived Physical Servicescape	0,688		
Perceived Price Fairness	0,614		
Perceived Behavioral Control	0,743	0,492	0,136
Behavioral Intention	0,639	0,210	0,297
<b>Average Score</b>	0,643	0,351	0,217
<b>AVE x R<sup>2</sup></b>	0,226		
<b>Gof = <math>\sqrt{AVE \times R^2}</math></b>	0,475		

#### 4.3. Effect Size (f2)

According to Cohen (1988), f2 can be categorized as small with a value > 0.02, medium with a value > 0.15, and large with a value > 0.35. Table 4 shows that Perceived Behavioral Control gets a small effect from Perceived Green Practices (0.031), Perceived Physical Servicescape (0.027), and Perceived Price Fairness (0.065). On the other hand, Perceived Behavioral Control (0.298) itself gives a medium effect on Behavioral Intention.

**Table 4.** Effect Size (f2)

Variable	Perceived Behavioral Control	Behavioral Intention
Perceived Green Practices	0,031	
Perceived Physical Servicescape	0,027	
Perceived Price Fairness	0,065	
Perceived Behavioral Control		0,298

#### 4.4. Hypothesis Testing

Hypothesis testing was conducted by looking at the t-value and p-value. There are three t-value indicators, namely >1.65 (significance level = 0.1), >1.96 (significance level = 0.05), and >2.58 (significance level = 0.01) [35]. Meanwhile, to indicate a positive or negative relationship that occurs can be determined by  $\beta$ .

**Table 5.** Hypothesis Testing

Path	H <sub>a</sub>	$\beta$	t-value
Perceived Green Practices -> Perceived Behavioral Control	H1	0,184	2,864*
Perceived Physical Servicescape -> Perceived Behavioral Control	H2	0,164	2,954*
Perceived Price Fairness -> Perceived Behavioral Control	H3	0,249	4,600*
Perceived Behavioral Control -> Behavioral Intention	H4	0,461	10,147*
Note: * $p < 0.01$			

The result shows that Perceived Green Practices have a very significant positive effect on perceived behavioral control ( $\beta = 0.184$ ;  $p < 0.01$ ), as also occur in the relationship between Perceived Physical Servicescape and perceived behavioral control ( $\beta = 0.164$ ;  $p < 0.01$ ) as well as Price Fairness and Perceived Behavioral Control ( $\beta = 0.249$ ;  $p < 0.01$ ). Then, the result also shows that Perceived Behavioral Control and Behavioral Intention have the greatest relationship ( $\beta = 0.461$ ;  $p < 0.01$ ). Therefore, it can be said that all hypotheses are accepted.

#### 4.5. Discussion

This study aims to determine the factors that influence millennial consumer behavior intention in green fast-food retail in West Java with the roles of Perceived Green Practices, Perceived Physical Servicescape, and Perceived Price Fairness. The first result of this study states that Perceived Green Practices have a positive and very significant effect on consumer behavior control. This is different from the results of [36] which show that the practice does not affect consumer behavior. However, it is in line with the research of [37] which states that control beliefs on green practices can affect consumers' perceived behavioral control. Consumers will more often choose restaurants that implement green practices [18]. It can be interpreted that green practices carried out by fast-food retailers such as food composition, energy savings, and environmentally friendly products such as in packaging can influence the control of millennial generation consumer behavior in choosing fast food. Therefore, to increase consumers' willingness to eat at green fast-food retail, fast-food practitioners in West Java can consider the above factors, starting with using environmentally friendly packaging such as paper bags or providing plant-based food.

The result further states that Perceived Physical Servicescape has a positive and very significant effect on perceived behavioral control in green fast-food retail.

This result supports the research of [20] which states that a green environment can affect feelings of pleasure and ease of consumer behavior, although other studies have shown that the physical servicescape does not significantly affect the perception of behavior compared to the social servicescape [38]. This means that the setting of the physical environment in green fast-food retail plays an important role in controlling consumer behavior about whether or not to eat at green fast-food retail. From this result, if fast-food practitioners in West Java want to launch green fast-food retail, good arrangement and decoration need to be considered, for example the placement of a dining table near a window or a semi-outdoor concept that makes it easier for consumers to get enough neutral things. Also, living plants can add a refreshing impression to a room.

Another result shows that Perceived Price Fairness has a positive and very significant influence on Perceived Behavioral Control. It is in line with research by [22] that price fairness can affect changes in consumer behavior and greatly influences consumer choices [23]. However, the results of the AAMRI's study state that the price has no impact on consumer intention in green products [39]. Therefore, it can be interpreted that the price offered by a company can greatly affect whether consumers will choose and take the time to eat at green fast-food retail. Thus, fast-food practitioners need to think well about the price they want to offer so that the company still gets profit without letting consumers lose money. Prices must be adjusted to the quality offered. Good prices can be obtained with the help of professionals who understand finance and of course must be assisted with market research, especially research on prices and product quality offered by competitors.

Finally, this study proves that there is a positive and very significant influence of Perceived Behavioral Control on Behavioral Intention. This result is supported by the research of [11] that the perception of behavioral control affects consumer behavior in eating at a restaurant. In this case, it means that the feeling of being easy or not doing a behavior can influence consumer behavior in visiting, paying more, spreading positive WOM, and recommending green fast-food retail. Knowing this, fast-food practitioners in West Java must be able to convince consumers because their behavior control greatly influences their subsequent behavior. Convincing consumers can be done by providing education in the form of posters or any content on social media that highlight the benefits customers will get when choosing green fast-food retail. Also, practitioners can create content that proves the fast-food retail has good green practices, physical servicescape, and suitable price.

## 5. CONCLUSION

This study shows that Millennial's perception of the company's green practices, the physical environment,

and price fairness can influence their behavior control which leads to consumer behavior intention in the food and beverage industry, especially green fast-food retail in West Java. The results show that perceived behavioral control influences behavioral intention very positively and significantly. Meanwhile, price fairness is the most influential factor affecting perceived behavioral control. Consumers assume that higher prices for green fast-food retail are normal, but of course, it needs to be supported by the quality offered. By considering factors that can influence consumer behavior control, green fast-food practitioners will get positive intentions from consumers regarding green fast-food retail.

Therefore, when fast-food practitioners in West Java want to launch green fast-food retail, it is recommended that they consider the factors above. For green practices, it can be conducted in the form of environmentally friendly food composition, processes, and packaging, as well as training for employees on green practices. Then, for the physical servicescape, retailers need to consider the factors of living plants, fresh air, and aromas or natural lighting. Then for price fairness, practitioners need to think very well, how the company can still get profit but not burden consumers, because the price is a sensitive factor.

This research gives an overview of consumer behavior related to green fast-food retail. It is important for fast-food practitioners to consider the factors that influence consumer behavior so that the resulting strategy can be accepted by the market. For further research, it is possible to add more detailed question items such as what percentage of the price increase is still considered reasonable and appropriate by consumers, or what customers actually expect from green fast-food retail. That way, suggestions can be given in more detail.

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