

Contribution of Green Promotion on Consumer Buying Behavior in 4-5 Star Restaurants in Nairobi County, Kenya.

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Abstract

Green promotion refers to an innovative way of informing and creating awareness among consumers to be environmentally responsible and consume green products. Consumer buying behavior refers to the activities and experiences of restaurant guests who engage in purchasing, consuming and disposing of goods and services. The purpose of this study was to examine the contribution of green promotion on consumer buying behavior in 4-5- star restaurants in Nairobi County, Kenya. The study adopted a descriptive survey design where a sample size of 19 restaurants were sampled in Nairobi County. Data collection techniques were questionnaires, observation schedules and secondary data sources which were newspapers, articles and Tv programmes. Qualitative data was coded, analyzed using NVIVO for easier analysis. Quantitative data was analyzed using Pearson Product moment correlation and chi-square to test the strength of the relationship existing between the variables with levels of significance established with a cut-off point of p being $< \text{or} = 0.05$ at 95% confidence and significance levels. The findings showed a Pearson correlation co-efficient of 0.98 and $p=0.000 < 0.05$ indicating that indeed green promotion has a very strong positive significant effect on consumer buying behavior in 4-5-star restaurants in Nairobi County, Kenya. In addition, eco-advertisement had the highest influence on consumer behavior. This implies that consumer buying behavior is influenced by green promotion in 4-5-star restaurants in Nairobi County.

Key Words: environmental sustainability. green promotion, green consumer buying behavior, eco-labelling, eco-friendly

INTRODUCTION

Green promotion refers to the process by which restaurants attempt to develop strategies to attract and target environmentally conscious consumers by modifying products, packaging, advertising and labelling to satisfy consumers with minimal environmental impact (Correia, E.; Sousa, S.; Viseu, C.; Larginho, M., 2023). Green consumer buying behavior refers to the process of a consumer identifying their needs, research alternatives, select appropriate product, purchase, use the product and decide to repurchase the same green product or switch to another based satisfaction

or dissatisfaction in solving environmental problems based on past experience (Alhamad, A., Ahmed, E., Akyürek, M., & Baadhem, A., 2023).

Environmental issues arising due to global warming, changing weather patterns have led to increase in pressure on restaurant industry to protect the environment. The restaurant industry has been forced by both government regulations and green consumers to formulate solutions to the present ecological problems they are contributing to like the use of green technology, development and promotion of sustainable products and services, proper waste management and acquiring green certification from credible third parties like ISO 14000 (Mehraj et al, 2023). This is a clear indicator green promotion concept is gaining a lot of relevance in the morden age and therefore the restaurant cannot afford to overlook this concept when formulating a marketing strategic plan in ordert to influence consumer purchasing behaviour.

Background

With the continuous increase in environmental conservation concerns awareness among consumers, their product choices continue to evolve thus influencing their consumption towards green promotion as a way of protecting their environment (Verma & Chandra, 2018). For instance, globally the green consumer market generates \$ 290 billion annually with 14% of them representing the eco-tourism market as a result of increased global environmental concerns awareness (Martinez, Angel, & Raquel, 2017). Restaurant consumers are as well shifting towards restaurants that are responding to their environmental needs since in Kenya 50% of consumers prefer natural and organic products (Kenyan Marketing Magazine, 2012). This is a clear indicator that green demographics are increasing in importance and restaurants cannot afford to overlook this ever-growing influential green market niche. Therefore, the restaurant industry can adopt green promotion as a marketing strategy to influence consumer purchasing behavior. Link Between Green Promotion and Consumer Buying Behavior

With the increase demand by consumers for restaurants to protect the environment due to global warming and environmental concerns awareness, consumers expect restaurants to be green and failure to offer green promotion will lead to significant losses to green competition pushing restaurant businesses to explore sustainable practices to meet these demands (Mehraj et al,

2023). This is because consumers are punishing or rewarding restaurants depending on their environmental sustainability performance in this case buying means spreading positive word of mouth and punishing means refusing to buy products or spreading a negative word of mouth (Srivastava, & Gupta, 2023). This is a clear indicator that consumers are aware of the responsibility of protecting the environment through purchasing eco-friendly products hence the restaurant industry cannot afford to overlook these consumer green needs and wants.

Furthermore, the restaurant industry accounts for one-third of human-caused greenhouse gas (GHG) emissions worldwide hence restaurants need to be proactive in promoting their green efforts to trigger green consumer purchasing behavior (Long, D., West, G., & Nayga, R. M., 2021). This is a clear indicator that the restaurant industry is among the highest contributors to the already dilapidated environmental state we are in today. Therefore, it is essential for the restaurant industry to take environmental stewardship through green promotion in order to communicate their greening efforts to protect the environment so as to influence consumer purchasing behavior.

Restaurant industry can utilize phrases like “green”, “natural”, “eco or earth friendly”, “sustainability” and “sustainable development” as a way of showing their environmental protection stewardship in their integrated communication efforts to trigger green consumer buying behavior (Vesal et al 2021). According to Correia et al., (2023), restaurants can use ecolabels to convey their green efforts by use of image, texts and messages convey their information to consumers and differentiate their products even though green labels do not translate to consumer’s purchasing behavior due to mistrust and “green washing”. This is a clear indicator that consumers lack confidence in green products since it is hard to establish genuine green products from “green washed” products. Therefore, restaurants should make environmental claims using credible 3rd party certification companies’ logo in advertisements like ISO 14000 to assure consumers that they are genuine and not part of fraudulent, dubious, dishonest, insincere and misleading practices (Kahraman & Kazançoğ lu, İ ., 2019).

With the increased environmental concerns among consumers coupled with the highly competitive business environment, restaurant businesses should endeavor to adopt green promotion strategies in order to differentiate their products from their competitors (Silva et al.,

2023). This is because consumers tend to perceive those eco-friendly assertions made by restaurants in advertisements and product labelling with green descriptions on their products to be better in terms of quality and safety (Kusmana & Masnita, 2023). This is a clear indicator that the restaurant industry is growing at a first rate and the competition is very stiff and the only way for restaurants to stand out from their competitors is through green promotion to attract and retain green consumers. Thus, it is essential for restaurants to incorporate ecofriendly features in their products and brands to reinforce their eco-friendly strategies to protect the environment so as to attract and retain consumers (Jiang et al, 2023).

Statement of the Problem

The contemporary issue of the 21st century is environmental sustainability due to increased environmental problems like global warming, floods, droughts and drastic change of weather patterns which is as a result of continuous pollution of the environment with restaurants being major emitters of greenhouse gases by 15% globally (Long, D., West, G., & Nayga, R. M., 2021). With the increasing environmental concerns awareness among consumers has led to consumers to increasingly demand for restaurants to take environmental responsibility through green promotion as a way to show their efforts in averting negative environmental impacts they faced. Furthermore, consumers are preferring natural green products over other conventional nongreen products and yet they lack information on where to access these genuine green products due to poor green promotion strategies exhibited by restaurants (Alhamad, A., Ahmed, E., Akyürek, M., & Baadhem, A., 2023). This is a clear indicator that there is growing demand by consumers for restaurants to show their efforts in protecting the environment through visible actions like green promotion. Hence it is essential for the restaurants to demonstrate their environmentally sustainable efforts through green promotion to their consumers so that they can attest of their visible actions.

Furthermore, according to studies conducted by Kamalanon et al., (2022) and Afridi et al., (2023) identified green purchasing inconsistency gaps between consumers showing positive attitude towards green product and not actually purchasing green products in restaurants due to poor green promotion strategies to influence consumer green purchasing behavior thus prompting the study to undertake this study. Therefore, it is essential for the restaurants to adopt visible, strategic and effective green promotion strategies like green branding, green labelling, using labels from

accredited 3rd party green certifications like ISO 14000 and green advertisement channels so as to influence consumer to patronize their restaurants.

Research Hypotheses

H0₁: There is no significant relationship between green promotion and consumer buying behavior in 4-5-star restaurants in Nairobi County, Kenya.

HA₁: There is a significant relationship between green promotion and consumer buying behavior in 4-5-star restaurants in Nairobi County, Kenya.

The Conceptual Framework

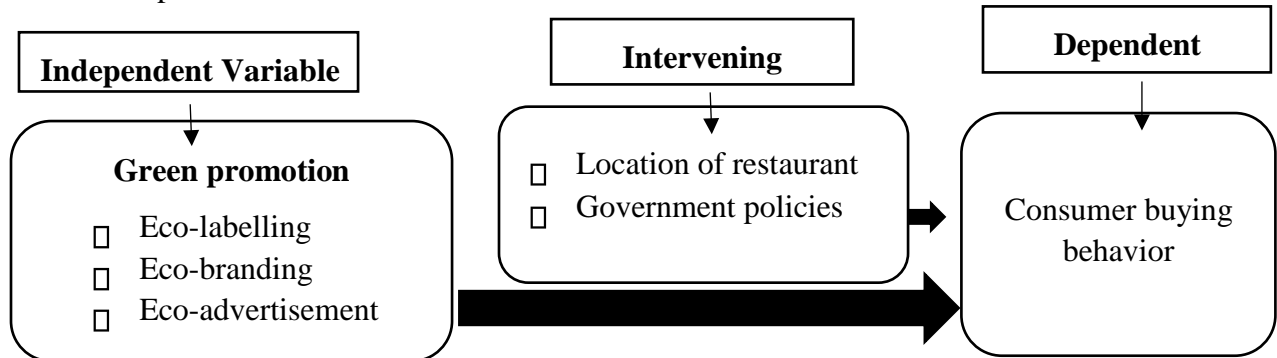


Figure 1.1: Conceptual framework of Green, Sustainable Practices

Sources: Adapted from (Correia et al., 2023; Alhamad, A., et al 2023)

LITERATURE REVIEW

Green Promotion

Green promotion refers to marketing strategy initiated by restaurants to convince consumers to buy green products using the environmental sensitivity as the main feature by availing information to consumers of where to obtain green products and services (Fahmi, M. A.,2023). With the continuous increase of consumers recognizing the environmental problems like global warming, green promotion is gaining a lot of importance in restaurant business industry as way to

communicate their greening efforts to consumers to attract consumers (Alhamad, A., et al 2023). This is because consumers' perception of associating high value to green concepts like green promotion, green labelling, green advertisement and green communication. This is a clear indicator that consumers expect restaurants to utilize green promotion as a tool to communicate their efforts in protecting the environment. Therefore, it is essential for the restaurant industry to adopt green promotion as a marketing strategy to influence consumer buying behavior.

In addition, Ahmed et al (2021) highlighted the importance of the growing need to incorporate green promotion as a strategic marketing plan in restaurants since modern consumers are conscious of their environment by preferring green products. Furthermore, restaurant marketers' actions significantly impact on consumer buying behavior since they act as catalysts to drive green customers to patronize green restaurants through green communication, labelling and advertisement (Hsu, C. L., & Chen, M. C., 2018). This can be achieved through embedding eco-friendly features into the products through green labelling and branding that draw the attention on consumers towards their eco-friendly products and services (Fahmi, M. A.,2023). According to a study conducted by Karunarathna., et al., (2020), green promotion has a significant impact on consumption of green products. This is a clear indicator that consumers expect restaurants to utilize green promotion as a tool to communicate their efforts in protecting the environment. Therefore, it is essential for the restaurant industry to adopt green promotion as a marketing strategy to influence consumer buying behavior.

According to Correia et al., (2023), the green promotional strategies restaurants can adopt is green communication through advertising social media platforms by use of both verbal and nonverbal tools like text, moving images, sound, images and interactions since they are more appealing and enable consumers to interact with restaurants in communicating their environmental protection efforts. Rahman, Barua, Hoque, & Zahir, (2017), asserted that, even though green advertisement is critical in raising environmental awareness among consumers, restaurants should put more efforts on matching their green assertions with actions like producing actual green products, properly managing wastes, reducing carbon footprint emissions and using green technology so as to convince consumers of their credible and sincere actions to conserve the environment. This is a clear indicator that green advertisement influences significantly consumer purchasing behavior by

use of social media platforms which is faster, efficient and effective. Therefore, the restaurant industry can adopt green advertisement as a communication tool in their strategic marketing plan in order to influence consumer purchasing behavior by using social media platforms to effectively communicate their environmental conservation strategies.

Consumer Buying Behavior

Consumer buying behavior is the selection, purchase and consumption of goods and services by customers for the satisfaction of their needs and wants (Fahmi, M. A. , 2023). Green behavioral intention refers to the willingness of consumers to revisit, recommend and pay premiums for services and goods that are friendly to the environment to demonstrate proactive commitment to procure eco-friendly products (Alhamad, A., et al 2023). According to Correia et al., (2023), a green consumer associates his or her acts of buying and consuming green products as not only acting in accordance with environmental protection but also as a way of taking environmental personal responsibility to solve environmental problems being faced and not leaving the civic duty to government, environmentalists, scientists and businesses the mandate to protect the environment.

Consumers undergo a complex cognitive, physical and emotional process of selecting, purchasing and disposing green products which fulfill their green wants and needs (Alzoubi et al., 2022). Green consumer buying behavior can be categorized as: the willingness of consumer to behave in an environmentally responsible manner, management of the environment, taking part in civic and eco-friendly practices, intentions to revisit, recommend and pay premiums in green restaurants that offer green promotion and services (González-Rodríguez, DíazFernández, & Font, 2019). As the environmental conservation awareness continues to grow among consumers, their purchasing behaviors and intentions continuous to change in favor of environmentally friendly products by choosing to dine and patronize in restaurants that offer green promotion (Verma & Chandra, 2018). This is a clear indicator that consumers expect restaurants to utilize green promotion as a tool to communicate their efforts in protecting the environment. Therefore, it is essential for the restaurant industry to adopt green promotion as a marketing strategy to influence consumer buying behavior.

Good Management Theory

This theory aided the study to understand how consumers are influenced by green promotion activities by restaurants. The theory states that the restaurants which have innovative management often seek to incorporate competitive advantage management strategies from practices such as making use of green practices to better serve their customers (Miles & Russell, 1997). This is because in a saturated market situation, where market forces are constantly changing, increasing competition and market differentiation is being harder; companies should seize the opportunity to attract customers, create positive publicity and increases customer loyalty through green promotion by eco-labeling products, eco-branding and environmental advertisement which are superior environmental practices so as to increase their market share (Wilhelm, 2009).

Research Gap

There are limited studies that have been carried out on effects on green promotion practices on restaurants about customer purchasing behavior in Nairobi City County, Kenya since the existing studies in Kenya have concentrated on Mombasa County and on other subjects like for instance, the study conducted by Gitobu and Njoroge (2015), conducted a study on the adoption of green marketing practices by Mombasa County hotels. This study was confined to Mombasa county hotels and didn't cover Nairobi City County and also it based on the adoption of general green marketing practices instead of strictly focusing on how green practices like green promotion affects consumer buying behavior, thus prompting the study to undertake these research in order to fill in this gap by examining whether green promotion have an effect on consumer buying behavior in Nairobi County and whether green promotion have a higher quality as compared to non-green promotion.

MATERIALS AND METHODS

The study used descriptive cross-sectional design to determine whether there is a relationship between green promotion and consumer buying behavior in 4-5-star restaurants in Nairobi County, Kenya. The study chose Nairobi County as the area of study because it has the highest number of classified restaurants which are 20 4-5-star restaurants (The-Kenya-Gazette, 2003).

Quantitative and qualitative approach methods were used in this study since they enabled the study to get a clear picture from the respondents of whether green promotion influenced consumer buying behavior in 4-5-star restaurants in Nairobi County, Kenya.

Table 1 Summary of Sampling Technique

| Technique | Where applied | Justification |
|--------------------|--|--|
| Census | 4-5-star restaurants | To reduce sampling error |
| Purposive sampling | Restaurant managers, supervisors and waiters | To get critical information from respondents |

A total of 79 employees from 4-5-star restaurants in Nairobi County, Kenya participated in the study.

Table 2 Distribution of the respondents

| Target group population | Target population | Sample size | Percentages |
|-----------------------------------|-------------------|-------------|-------------|
| Restaurant managers | 20 | 15 | 20 |
| Restaurant supervisors | 40 | 32 | 40 |
| Restaurant waiters and waitresses | 40 | 32 | 40 |
| Total | 100 | 79 | 100% |

The study used both primary and secondary data collection methods to collect data. The primary data source utilized a structured questionnaire for 4-5-star restaurant employees in Nairobi County, Kenya. A well-structured observation schedule was used to obtain raw data from 4-5- star restaurants in Nairobi County, Kenya. The research instruments comprised of both open and closed

ended questions. Secondary sources of data involved retrieving information from research Tv programmes, articles, newspapers, journals, websites, periodicals and book reviews.

Data collection instruments were pre-tested in 1 4-5-star restaurant in Nairobi County, Kenya to eliminate errors, to identify area of improvement and to check on their suitability as research tools. This assisted the study to establish the expected response rate and to modify or eliminate questions which are either not clear or were not in line with the objective of the study.

Content validity of the research instruments was determined by pre-testing the instruments and checking responses against study objectives, conceptual frame work and as guided by the research supervisors. A Pre-test was carried out within Nairobi County in non-participating 4-5-star restaurants in Nairobi County, Kenya. Research assistants were trained on data collection procedures, including clarifying the purpose of the study to the respondents, making suggestions, observing skills and other important inputs. The instruments were administered to the same respondents in non-participating 4-5- star restaurants in Nairobi County, Kenya after thirty days as a test of reliability. The pre-testing data was coded and analyzed to identify and correct the emerging errors. A reliability coefficient of 0.67 was obtained (as shown in table 3) which indicated that the research instruments were reliable according to Griethuijsen and Trimmer (2014), who asserted that Alpha co-efficients ranging from 0.67-0.87 for such studies are reliable and reasonable.

Table 3 Reliability Test Results: Cronbach's Alpha

| Scale | Cronbach's Alpha | No. of items | Comment |
|-----------------|------------------|--------------|----------|
| Green promotion | 0.72 | 5 | Reliable |

Both quantitative and qualitative data analysis techniques were used by the study since the data collected was both numerical and narrative. Quantitative data was analyzed using IBM statistical packages for social sciences with levels of significance established using paired tests with a cutoff point of p being $< \text{ or } = 0.05$ at 95% confidence and significance levels. Qualitative data was

analyzed into statements which have high relevance to the objective of the study and was analyzed using NVIVO.

Table 4 Summary of Hypothesis Testing

| Null Hypothesis | Test done | Verdict | Result |
|---|---------------------|--|---|
| H ₀ ₁ : There is no significant relationship between green promotion and consumer buying behavior in 4-5-star restaurants in Nairobi County | Regression Analysis | <0.05 reject the null hypothesis Accept alternative hypothesis >0.05 fail to reject the null hypothesis Reject the alternative hypothesis | Determine the relationship between green promotion and consumer buying behavior |
| H _A ₁ : There is a significant relationship between green promotion and consumer buying behavior in 4-5-star restaurants in Nairobi County | Regression Analysis | <0.05 Accept alternative hypothesis Reject the null hypothesis >0.05 Reject the Alternative hypothesis Accept the null hypothesis | Determine the relationship between green promotion and consumer buying behavior |

RESULTS AND DISCUSSIONS

Response Rate

The response rate measured how well the targeted sample size was arrived at. A high response rate obtained minimized the chances of biased statistics and hence, the study findings are valid and reliable as shown in table 5.

Table 5: Response Rate

| Questionnaires | Frequency | Percent % |
|----------------|-----------|-----------|
| Response | 56 | 71% |
| Non-response | 23 | 29% |
| Total | 79 | 100% |

Out of a total of 79 questionnaires which had been issued to respondents, only 56 were completed which represented a 71% response rate. Response rates approximating 60% for most research should be the study's goal (Mugenda & Mugenda, 2013). This shows that the study met the minimum required response rate to make the results reliable and conclusive. A non-response rate of 29% was found due to respondents not being co-operative.

Demographic Characteristics of the Study

The study obtained information about the personal data of respondents. The data was related academic level. The quantitative data were presented in the form of tables and pie charts below:

Academic Level of Respondents

The results indicated that certificate holders comprise of 25%, 58.9% were diploma holders while 16.1% were Bachelor's degree holder as summarized in figure 1 below. This study implies that the green promotion is being produced in the restaurants since the supervisors and waiters and waitresses who are the policy implementers in the restaurant industry fall under the category of diploma holders who comprise of 58.9%. Since educated employees embrace green practices readily because at diploma level the employees have acquired environmental knowledge on the importance of ecological conservation in the curriculum (Sustainability, 2015).

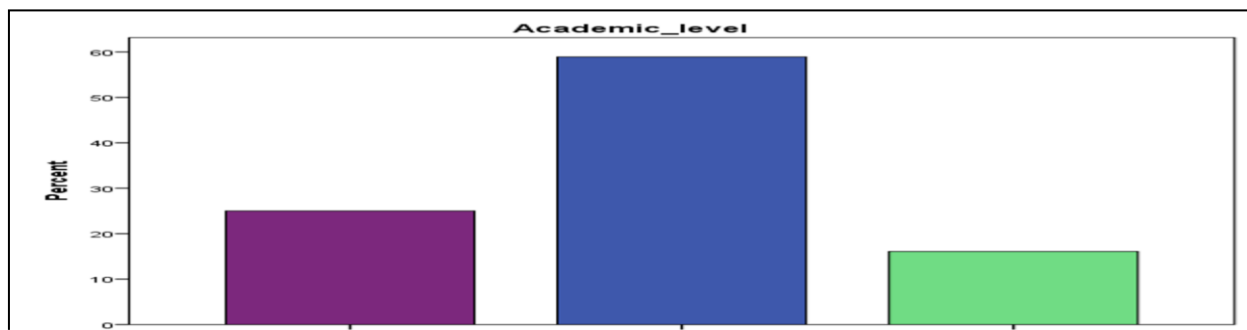


Figure 1: Academic level of respondents

Descriptive Statistics of Green Promotion and Consumer

The study shows that 4-5 restaurants in Nairobi City County publish eco-friendly attributes of its products on the co-operative website with a mean of 4.14 and a standard deviation of 0.724. The study indicates that the respondents promote their green achievements and credentials with a mean of 4.07 and a standard deviation of 0.735. With a mean of 4.05 and a standard deviation of 0.724, this indicates that respondents advertise their eco-friendly products by eco-labeling their products. The study shows that the 4-5 restaurants in Nairobi City County publish all their eco-friendly activities on the co-operate website with a mean of 3.88 and a standard deviation of 0.740. The study indicates that the respondents collaborate with environmental groups with a mean of 1.00 and a standard deviation of 0.00. The results imply that green promotion practices have influenced consumer buying behavior except restaurants participating in environmental groups since its mean is below 3.0. These findings are supported by a study conducted by Fahmi et al (2023), which indicated that green marketing have a significant impact on green purchase intention of coffee shops and restaurants in Bandung City, Indonesia.

Table 6: Green promotion descriptive analysis

| Green promotion | Mean | Std. Deviation |
|--|------|----------------|
| My establishment publishes eco-friendly attributes of its products on the co-operate website | 4.14 | .724 |
| My establishment promotes its green achievements and credentials | 4.07 | .735 |

| | | |
|---|------|------|
| My establishment advertises its eco-friendly products by eco-labeling its products | 4.05 | .923 |
| My establishment publishes all its eco-friendly activities on the corporate website | 3.88 | .740 |
| My establishment collaborates with environmental groups | 1.00 | .00 |

Cross Tabulation Analysis on Green Promotion Predictors and Consumer Buying Behavior

The study sought to find out whether green promotion predictors have a significant relationship with consumer buying behavior. The results are as shown in 7:

Table 7: Cross tabulation analysis of green promotion analysis

| Variable | χ^2 -value | Df | P-value | Linear by linear Association |
|-------------------|-----------------|----|---------|------------------------------|
| Eco-labelling | 148.032a | 45 | .000 | .000 |
| Eco-advertisement | 240.112a | 90 | .000 | .000 |
| Eco-branding | 152.323a | 45 | .000 | .000 |

From the analysis, at 5% significant level the results show the P value for eco-labeling, ecoadvertisement and eco-branding as follows: 0.000, 0.000, 0.000 and 0.000 respectively. Thus, $P < 0.005$ hence concludes that there is indeed a strong significant association between ecolabeling, eco-advertisement and eco-branding with consumer buying behavior. The results indicate that there is a weak linear by the linear association between eco-labeling, ecoadvertisement and eco-branding with consumer buying behavior since their p-values which are:

0.000, 0.000, 0.000 respectively are further from 0.05. Furthermore, eco-advertisement had the highest significant association with consumer buying behavior since it has the greatest Pearson chi-square static compared to eco-labeling and eco-branding. This notion is supported by a study conducted by Correia et al (2023) indicated that green advertisement has a significant impact on consumer buying behavior with an emphasis of internet being the most appropriate communication channel when advertising.

Correlation Analysis of the Relationship Between Green Promotion Predictors and Consumer Buying Behavior

The study sought to find out the strength of the relationship between green promotion and consumer buying behavior. The results are as shown in 8:

Table 8: Correlations

| | | Green Promotion Consumer buying behavior | |
|--------------------------|---------------------|--|--------|
| Green Promotion | Pearson Correlation | 1 | .987** |
| | Sig. (2-tailed) | | .000 |
| | N | 56 | 56 |
| Consumer buying behavior | Pearson Correlation | .987** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 56 | 56 |

** . Correlation is significant at the 0.01 level (2-tailed).

From the analysis, the outcome shows a p-value of 0.00 hence there is indeed a positive relationship between green promotion and consumer buying behavior. Furthermore, the study indicates a

correlation co-efficient of 0.98 which implies that there is a very strong significant relationship between green promotion and consumer buying behavior since the correlation coefficient is closer to 1. Therefore, there is indeed a strong positive significant relationship between green promotion and consumer buying behavior. This study implies that restaurants promoting their green aspects have a significant influence on consumer buying behavior. This notion is supported by a study conducted in Sudanese Universities on Masters of Business Administration students by Sidding, Abdel, Abbas, & Thoria in 2017 indicated that green promotion has a strong influence on consumer purchasing intentions.

Qualitative Analysis of the Influence of Green Promotion on Consumer Buying Behavior

A further qualitative analysis using NVIVO was undertaken in order to determine the role of green promotion on consumer buying behavior. A node analysis shows that green promotion has an influence on consumer buying behavior since it has a frequency coding reference of 6. These results are in agreement with the correlation analysis and descriptive analysis of structured observation schedules' results that indeed green promotion has a positive influence on consumer buying behavior. This study is supported by a study conducted in India on 238 students confirms that indeed green promotion influences consumer buying behavior since 96% of them agreed that they preferred promotion campaign to protect the environment (Ranjana, 2016).

Table 9: Node matrix analysis of green promotion and consumer buying behavior

| Objective | Coding references count |
|-----------------|-------------------------|
| Green Promotion | 19 |

A further Text search Query was conducted and the results are as shown in word tree Figure 4.6 Word Tree Text Search Query Results for green promotion and consumer buying behavior



Figure 2: Word Tree Text Search Query Results for green promotion and consumer buying behavior

Word Tree analysis, shows that green restaurant promotion influence consumer buying behavior since the respondents from the secondary sources of data indicated that restaurants which utilized all green marketing activities design to attract environmentally conscious consumers by promoting the green activities of the restaurant, by creating awareness among consumers through emphasizing the green products they are offering through green product labelling, green advertising through social and mainstream media and aggressive green branding leads to high sales turnover rate because they build a restaurants' green image on consumers' minds and attract green market niche.

Table 12: Summary of Hypothesis Testing

| Null Hypothesis | Test done | Verdict | Results |
|-----------------|-----------|---------|---------|
|-----------------|-----------|---------|---------|

| | | | |
|---|---|--|--|
| H0 ₁ : Green promotion has no significant contribution to the consumer buying behavior of 4-5-star restaurants in Nairobi County, Kenya. | H0 ₁ , P-value 0.001<0.05 | (HA ₁) was accepted (H0 ₁) was rejected | There is a significant relationship between green promotion and consumer buying behavior in 4-5-star restaurants in Nairobi County |
| HA ₁ : Green promotion has a significant contribution to the consumer buying behavior of 4-5-star restaurants in Nairobi County, Kenya. | H0 ₁ , P-value 0.001<0.05 | (HA ₁) was accepted (H0 ₁) was rejected | There is a significant relationship between green promotion and consumer buying behavior in 4-5-star restaurants in Nairobi County |

The findings presented a p-value of (0.001) which was less than 0.05 as shown in table 2.0. The alternative hypothesis was accepted while the null hypothesis was rejected, indicating that, there is a significant relationship between green promotion and consumer buying behavior in 4-5star restaurants in Nairobi City County, Kenya. This means that, consumer buying behavior are influenced by green promotion in restaurants in 4-5-star Nairobi County, Kenya.

Discussion

The study sought to determine the association between green promotion and consumer buying behavior. A Pearson product moment correlation showed a P-value of 0.001 showing that there is indeed green promotion has a positive significant association with consumer buying behavior of 4-5-star restaurants in Nairobi City County. This is a clear indicator that green promotion plays a very significant role that influences the consumer buying behavior in 4-5-star restaurants in Nairobi City County. This statement is supported by EunHa and SooCheong (2010) who asserted that green promotion to diverse green market segments is an important green practice since it has a great influence on consumers' purchasing behavioral intention towards a restaurant. These results are

supported by a study conducted by Correia et al., (2023) who asserted that consumers with more pro-environmental attitudes are more receptive to restaurants' green promotional strategies hence green promotion has a significant effect on proenvironmental consumer purchasing behavior.

A cross-tabulation analysis showed a P-value of 0.000 indicating that eco-labeling, ecoadvertisement, and eco-branding have a significant association with consumer buying behavior. Though eco-advertisement had the highest influence on consumer buying behavior. This is a clear indicator that based on the cross-tabulation analysis results, eco-advertisement had the most significant influence on consumer buying behavior compared to eco-labelling and ecobranding.

CONCLUSIONS AND RECOMMENDATIONS

The objective of the study was to determine the relationship between green promotion and consumer buying behavior in 4-5- star restaurants in Nairobi County, Kenya. The findings showed an $R^2 = 18\%$, $df=1$ and $p=0.001 < 0.05$ indicating that indeed green promotion have a

positive significant effect on consume buying behavior in 4-5-star restaurants in Nairobi County, Kenya. This implies that consumer buying behavior is influenced by green promotion in 4-5star restaurants in Nairobi County. Therefore, restaurants should endeavor to incorporate green promotion as part of their green marketing strategy since it has a significant impact on consumer buying behavior.

A cross-tabulation analysis showed a P-value of 0.000 indicating that eco-labeling, ecoadvertisement, and eco-branding have a significant association with consumer buying behavior. In addition, eco-advertisement had the highest significant association with consumer buying behavior since it has the greatest Pearson chi-square static compared to eco-labeling and ecobranding. Therefore, restaurants should emphasize more on eco-advertisement when communicating to green customers since it has more significant impact on consumer buying behavior.

Based on the findings of study, the following conclusions were made: Firstly, green promotion contributes significantly on consumer buying behavior in 4-5-star restaurants in Nairobi County

In addition, green advertisement has the greatest influence on consumer buying behavior compared to the green branding and green labelling

Based on findings of study, the following recommendations were made: restaurant owners should come up with green promotion since they have a positive significant effect on the buying behaviors of the consumers

In addition, restaurant management should put more efforts in green advertisement by embedding product eco-friendly features on the adverts since it has the most significant influence on consumer buying behavior as compared to green ambience and green labelling and green branding moreover so as so as to enhance their income and obtain a green image.

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