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

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Abstract

Green promotion involves a company communicating with its target groups and stakeholders of its product or a company as a whole. 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. Quantitative data was analyzed using SPSS with levels of significance established using Pearson Product moment correlation with a cut-off point of p being < 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. This implies that consumer buying behavior is influenced by green promotion in 4-5-star restaurants in Nairobi County.

KeyWords: environmental sustainability. green promotion, green consumer buying behavior

INTRODUCTION

Green promotion are products produced in restaurants that are not harmful to the environment and they are produced in an environmentally friendly manner (Ranjana, 2016). Green consumer buying behavior refers to the experiences and activities by restaurant guests who engage in purchasing, consuming and disposing products and services in a manner that conserves the environment (Kaufmann, Panni, & Orphanidou, 2012).

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 (Schneider, 2012; 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.

Link between green promotion and consumer buying behavior

With the increase of green consumption 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 (Imran, 2016). 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 (Grunert, 2011). According to a study conducted by Balderjahnn (1988), he discovered that consumers with positive attitude towards green awareness living were purchasing responsibly by buying green promotion in order to protect their environment. Furthermore, Sarrigullu (2009), found out that consumers with pro-environemental behavior tend to be more sensitive in their product choices, preferences and purchases. A study by Ranjana (2016), indicated that green promotion have a positive significant influence on consumer buying behavior.

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 30% globally (Teng & Wu, 2019). With the increasing environmental concerns awareness among consumers has led to consumers to increasingly demand for restaurants to take environmental responsibility by offering green promotion as a way to avert the negative environmental impacts they faced. Furthermore, consumers are preferring organic and natural products over other conventional products that are non-green (Kenyan-Marketing-Magazine, 2012), thus prompting the researcher to undertake this study.

Research Hypotheses

$H0_1$: There is no significant relationship between green promotion and consumer buying behavior in 4-5-star restaurants in Nairobi County, Kenya.

HA_1: There is a significant relationship between green promotion and consumer buying behavior in 4-5-star restaurants in Nairobi County, Kenya.

The Conceptual Framework

Independent Variable

Green promotion

☐ Eco-labelling
☐ Eco-branding
☐ Eco-advertisement

Intervening

☐ Location of restaurant
☐ Government policies
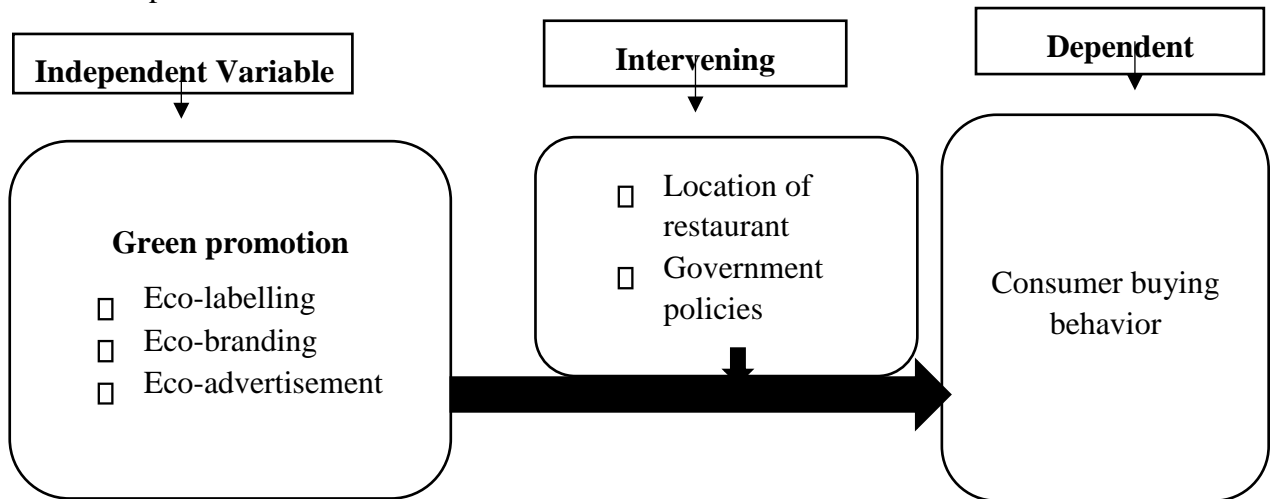
Dependent

Consumer buying behavior

Figure 1: Conceptual framework of Green, Sustainable Practices

Sources: Adapted from (Morel & Kwaye, 2012; Wong & Rashad, 2015; Ranjana, 2016)

LITERATURE REVIEW

Green promotion

A product refers to the "total bundle of utilities or benefits that a consumer obtains in the exchange process (Morel & Kwaye, 2012). A green promotion therefore refers to the benefits or utilities that are produced in an eco-friendly manner and are not harmful to the environment (Morel & Kwaye, 2012; Ranjana, 2016). With the continuous increase of consumers recognizing the environmental problems like global warming, consumers are now becoming environmentally conscious when purchasing products and services. Past studies on green promotion consumption have mainly focused on demographic and psychological characteristics of green consumers without specifically

focusing on how green promotion influence consumer buying behavior in restaurants in Nairobi County, Kenya (EunHa & Soo-Cheong, 2010).

Consumer buying behavior

Consumer buying behavior is the selection, purchase consumption of goods and services by customers for the satisfaction of their needs and wants (Ramya & Mohamed, 2016). Green behavioral intention refers to the likeliness of consumers to revisit, recommend and pay premiums for services and goods that are friendly to the environment. 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, Díaz-Fernández, & Font, 2019; Handriana & Ambara, 2016). 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 called perceived consumer effectiveness according to Ellen (1991), whereby consumers' degree of believing that their actions to save their environment can make a difference in solving the problem like climate change, global warming and severe droughts.

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 researcher 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

Research Design

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 choice of Nairobi was informed by being having 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 to enable 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: 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.

Pre-Testing

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 researcher 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.

Validity and Reliability of Research Instruments

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 45-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 1.3) 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

Data Analysis Technique

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 < 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
$H0_1$: 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
HA_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

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 researcher's goal (Mugenda & Mugenda, 2013). This shows that the researcher 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.

Table 5: Response Rate

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

Demographic characteristics of the study

The researcher 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 1.4 below. This study implies that the green promotion are 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).

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.

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.

Table 7: Cross tabulation analysis of Green promotion analysis

Variable	x^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.

Correlation analysis of the relationship between green promotion predictors and consumer buying behavior

The researcher sought to find out the strength of the relationship between green promotion and consumer buying behavior.

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.

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.

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 2.

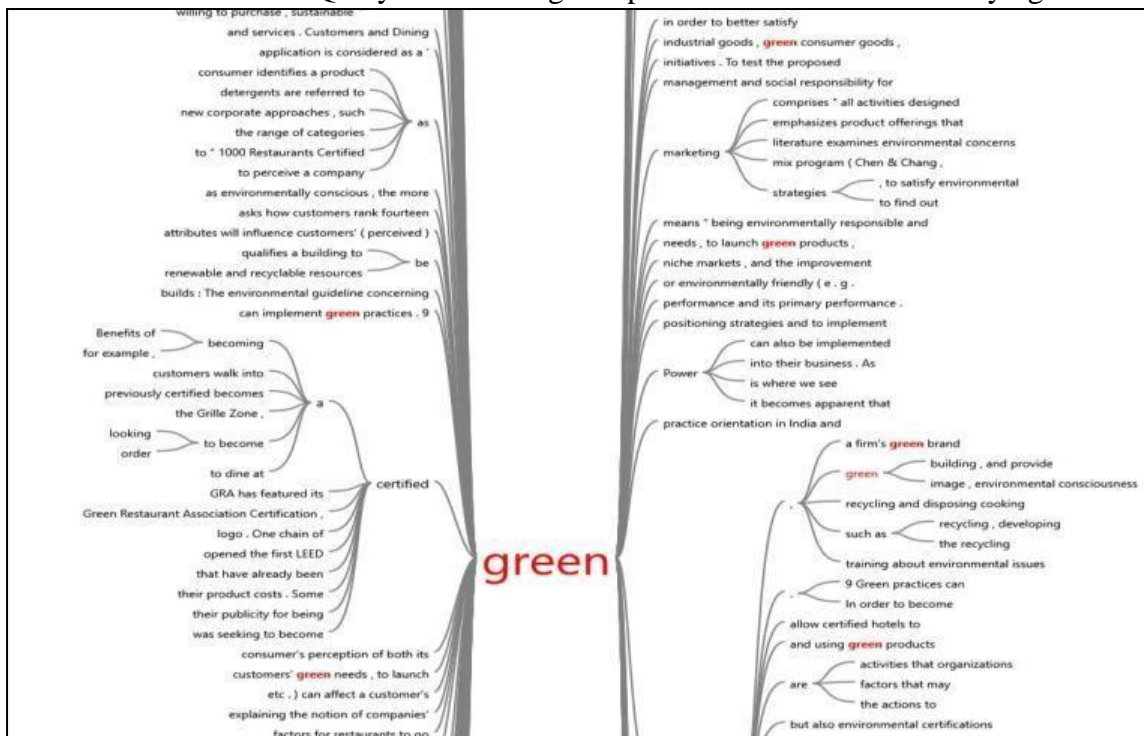Word Tree Text Search Query Results for green promotion and consumer buying behavior

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 designed 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 10: 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.

CONCLUSIONS AND RECOMMENDATIONS

The objective of this 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.

Based on the findings of study, the following conclusions were made: Green promotion contributes significantly on consumer buying behavior in 4-5-star restaurants in Nairobi County; and Green promotion design has the greatest influence on consumer buying behavior compared to the green ambiance and green packaging

The study recommends that; restaurant owners should come up with green promotion since they have a positive significant effect on the buying behaviors of the consumers, and restaurant management should put more efforts in green promotion design since it's a green attribute that offer direct experience opportunity to restaurant consumers with the most significant influence on consumer buying behavior as compared to green ambience and green packaging and moreover so as so as to enhance their income and obtain a green image.

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