

A Study on Green Marketing Practices of Quick Service Restaurants at Bengaluru

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Abstract

Eating out is one of most liked habits of human community worldwide. In today's scenario, going out and eating food is considered a favourite activity, people celebrate life events like birthdays, anniversaries, and family get-togethers, and spend quality time enjoying the ambiance, and special delicacies made by expert chefs. There is also specific reason like friend meetings, and formal and informal meetings happen at restaurants. Themed cafes are popular like "a lot of things happen over a cup of coffee" café coffee day, Star Bucks where the general public sits and works with laptops, discusses official/unofficial matters, and stay for long hours. The present study aims at understanding the consumer perspectives of green practices at quick service restaurants, as the globe is moving towards green initiatives to protect/save the planet for the main kind. It is also well understood that in India, the middle-aged and adolescent segment visits restaurants /cafes more often. The study entirely focuses on examining the Green Practices that are used by Quick Service Restaurants (QSR). The data was collected online by using google forms. The findings land on the perspective that most are using environment-friendly processes in some or the other form.

Keywords: Cafes, Energy Management, Green Practices, Quick Service Restaurants, Recycling, Waste Management

JEL Classification Code: M30, M39

Abbreviations: QSR – Quick Service Restaurants, DV – Dependent Variable

1. Introduction

Fast food restaurants or quick service refers to off-the-cuff dining cafés in which semi-prepared food is readily made perfectly and served hot or cold to consumers. These kinds of restaurants usually offer a limited provender or lesser choice for consumers with hardly any new menu, and therefore, the food is prepared in bulk, which is further heated and packaged for parcels or dine-in. They provide a good sort of economical cost for the foods and beverages, like fries, burgers, sandwiches, kinds of pasta, pizzas, soft drinks, alcoholic drinks, desserts, cakes, pastries, chicken, meat and other seafood stuff, etc., that are inspired by the local edibles and cuisine. Consumers like the

special taste of these foods, so they flock to these cafes. Apart from this, these restaurants are usually operated as franchise operations or independent restaurants that have standardized items or partially prepared edibles by controlled and best-operated supply chains.

A remarkable growth in the recent past of the food industry, alongside the widespread adoption of certified business models by popular restaurant chains across the globe, is one of the major factors creating a growth-oriented outlook in the market. Furthermore, the increasing working population and awareness about products/cuisines and chains of cafes, and sense of taste buds across the world have enhanced the consumption

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of these products. With hectic schedules, the working class gets busy there's widespread adoption of on-the-go food, quick bites, and fast food is a part of lunch/brunch is a part of corporate culture that can be readily purchased and consumed even while traveling. Quick-Service Restaurants (QSR) are often part of a chain like McDonald's, KFC, Subway, Taco Bell, and many more.

1.1 Global Overview

Normally, fast food is understood as pre-cooked food that may be frozen and sometimes may contain saturated fats also, but of late many of them offer a better healthier choice for consumers. Nowadays, some fast-food chains are including nutritional information, by doing so, they are giving information to consumers who are calorie conscious. In recent times, they are serving salads and fresh fruit drinks as healthier options for consumers.

Quick-service restaurants and nutrition restaurants have evolved as serious providers of this mass-produced food, which has been attracting an increasing number of individuals towards experiencing and enjoying their services. Convenience, quality, and economy in terms of both time and money are a number of the crucial factors acting in favour of the marketplace for nutrition and quick-service restaurants. Polaris market research reports that QSR revenue forecasts 246.89 billion USD by 2030 also it includes cuisine, most preferred are American, Italian, Mexican, Japanese, and others. They are growing at the rate of almost five percent annually.

According to the report, the QSR market recovered early during the pandemic as traders had protocols to manage hygiene and door delivery. Many fine dining restaurants closed during the pandemic, but these managed to recover losses by efficient delivery systems. In highly populated countries like China, India, and other Southeast Asian countries QSR market is expected higher growth.

As far as the efficient delivery system is concerned, they have centralized management for application-based orders and call centre service, and calls are diverted to the nearest outlet so that customer can get their delivery as fast as they can. In the meantime, Domino's Pizza created a wave in the market by giving time-oriented delivery to customers. To deliver orders at a shorter duration to the customers these restaurants have introduced advanced wireless conveyor chains so that orders are delivered

in lesser time. In some places, these QSRs have also introduced 'Drive thru' so that the customers can wait in the car and pick up their orders. These new methods have helped their business grow. Apart from the global chains of café, local restaurants are also creating better customer service. These cafés try to deliver the best experiences to customers by organizing kitchen tours to customers, some of them have put a bell at the entrance, the happy customers can ring the bell, the pictures are displayed at the entrance of the restaurants, not only that but also, children are given balloons, surprise toy gifts and they recognize their employees of the month. These all encourage the customers to think positively and visit these places more often.

1.2 Indian Overview

Rapid urbanization, change in living styles, nuclear families, the culture of dining out, short eats, snacks, and changes in work timing all have created the development of fast-food restaurants in urban areas. Almost cities in India are popular for some are the other eating items. As quoted by many, In India every hundred meters, there is new cuisine and new delicacy, for example, "Vada pav" and "samosa" there are some unique chains of café which supply this snack. Some commonly liked point in food all over the globe is taste, quality, presentation, etc. One point commonly identified is that potato is liked by most of the population in the world. Especially in India, a lot of chains have developed for serving snack food like Goli, Tiwari's, Chai Point, etc., also there is a huge market for these categories. The growth of QSR is truly a mirror image to consider.

The growth of QSR is driven by umpteen number of factors like rise in income, change in eating habits, preferences of individuals likes and dislikes, etc., website Kompass.com mentions that an average Indian spends Rs 2500-4000 per year on short eats and snacks. So also, an increasing number of food delivery apps in India like Swiggy, Zomato, and Food Panda many utilize these services to order food from home/office, especially in urban areas. Published studies say some cafes and QSRs have 10,000 to 15000 outlets in India. It is expected to increase in the near future. Another important point to add is the employment pattern in this industry is also going well with the average population of seven to eight lakh doing jobs in this kind of industry. It is said that the Indian fast-food industry is

growing at a rate of 40 percent. There are many venture capitalists pumping funds into these QSRs, one such café is California Burrito.

However, it is well understood that in this category of food, hardly any cutleries are used, it is also known as food on the go. Common menu items in this nutriment include sandwiches, pasta, burgers, chips, fries, mashed potatoes, corns, papads, nuggets, Tacos, hot dogs, Pizzas, sweets, frozen desserts like ice-creams, etc. Although many types of research pinpoint urban areas, to mention because of highways connectivity in India, semi-urban areas have also flourished with these kinds of ventures with kiosks near petrol pumping stations. As consumers visit gas pumping stations, others can indulge in buying other items required/available. This industry has also seen a lot of failures too, moreover, street foods are popular in the country like India. Many studies reiterate that the specific age of 18 to 35 contributes more to these different kinds of eating. An important phenomenon is that Indian consumers are accepting all new products and delicacies. Indian consumers are changing their lifestyles to suit the needs of present-day requirements. The main reason is that the population is really young and is open to ideas and ventures. Many researchers also pinpoint that Indians' discretionary spending is increased by the usage of credit /debit card/UPI wallets and their eating habits are also changing. This is one of the reasons for the growth of the service sector and emerging economy. The research also pinpoints that the working class is spending more on "on-the-go food". To add to the mentioned point that more spending in urban areas than in rural and semi-urban areas.

India has many international players in the QSR category like McDonald's, Taco Bell, KFC, Dunkin Donuts, Subway, and many more. These are also the popular ones in India. These popular QSRs has a combo of vegetarian and non-vegetarian menu. The cafes are present in urban localities, Malls and market areas with more footfalls. Indian have accepted international brands by smaller modifications to the local attachments like paneer and potato in the cuisine. Though an international chain of restaurants has matched to the taste buds of the Indian style of eating, so many happy customers in India, and their sales are moving towards an upward trend. Taste consistency is the key for these kinds of quick foods, but these QSRs have

kept the taste of the menu consistently the same, and the consumers are getting the uniformly same taste for many years.

1.3 Theoretical Background

Green marketing comprises many activities, Pride and Ferrell (1993) puts forth all the activities which encompass designing, marketing, packing, and all other activities, which are concerned with sustainable practices, which are friendlier for the environment. Today's global organizations are giving prime importance to sustainable practices which are less harmful to the environment. Green marketing practices include even the service sector. Today, all organizations/cafes may make it a practice to use products that are easily recyclable or biodegradable and do not cause much effect on the earth. Most of the products which are called "green or sustainable" do not contain toxic chemicals, are usually not tested on animals, and are made of natural ingredients. Green products that are easily decomposable or reusable are to be used by these cafes in order to prove themselves to be a part of the "Go Green initiative". Donaldson (2005) in his study concluded that sustainable practices change the consumer's mindset and move towards positivity. Most consumers are also aware of sustainable practices. They do not buy products that are polluting the earth. They are called "green consumers". The global ecological imbalance has alerted the common man to initiate concrete efforts to prevent further deterioration of ecological environment. Globally influential organizations have started their efforts to market and practice green marketing.

2. Literature Review

Gupta *et al.* (2013) mention the challenges of sustainable marketing in calibrating the knowledge of consumers about green initiatives, to save the land from pollution. More populous countries like India and China need to priority to green movements as there are more chances of pollution and carbon footprints. Word of mouth and consumer evangelism can create more awareness of green initiatives. DiPietro *et al.* (2013) findings of the study in "going green for QSR" most of the consumers accepted the green practices and were willing to pay a little more for those activities. Fayoum University study (2018) on restaurants identifies sustainable buying practices

sourcing from local and from farmers directly, as waste reduction practices as well. This particular study was conducted in the city of Cairo and concentrated on tourist-based restaurants. The outcome presented in the study concluded that employees' awareness of sustainable practices was at an average level, and energy conservation, water conservation, and overall green practices were at a medium level only. The study also portrays a lack of financial resources for implementing sustainable activities and hardly any training for the employees on green initiatives. The study also mentions very little support from the customers.

Hilario's (2014) study conducted in the city of Manila used 10 fast-food restaurants for research purposes. The study points out there is a registered association on green practices, three parameters were considered for the study energy conservation, water usage, and pollution prevention. The results showcase that awareness of green practices is present and implementation is weak. The responses got from the employees state that they are still using plastics and other foam products for packing the takeaways. The authors reiterate government should forcibly bring in laws to implement sustainable practices in restaurants. Eren (2023) tests green restaurant image with environment-friendly practices, and revisits intention also with service quality and other practices. The study covers fast food centres and hotels in Istanbul. The results point out at consumers may get the influence of service quality and green restaurant image. There is a positive impact on consumers' thought processes. The customers are responding positively towards green practices and the green image of the restaurants. Agarwal and Kasliwal's (2017) study evidence state that knowledgeable consumers are considering green products, which are less harmful and they are willing to pay little extra as far as urbanites are concerned. The article also points out that restaurant owners/stakeholders should consider transforming consumer mindsets to the green initiative so that more awareness can be created.

Chand and Garge (2017) a large study was conducted with 400 hotel employees regarding green practices. It revealed that most of them have replaced paper cups with regular ceramic /porcelain cups for tea and coffee. Housekeeping practices with the replacement of laundry plastic bags with recyclable bags. Another important point to be added is the usage of natural light in the daytime to save light energy

during day time. Wine is to be sourced from winemakers who use sustainable practices, and vegetables and fruits are to be sourced directly from farmers, rainwater harvesting, using wastewater for flushing, and other purposes. Finally, the article states that many of the Indian hotel industries are practicing eco-friendly practices.

3. Methodology

The research primarily focuses on the green marketing practices of quick-service restaurants. Further data was collected from the customers who visit Quick service restaurants with the help of a questionnaire, and the same has been represented with the necessary statistical tool with the findings, suggestions, and conclusion.

3.1 Objectives

1. To investigate the awareness of consumers about green practices in quick-service restaurants.
2. To examine the impact of green marketing in the present scenario at quick-service restaurants.

3.2 Sampling

Sampling Technique – Convenience sampling method.

Sample Size – 107 responses were collected from consumers.

Sample unit – The customers of quick service restaurants in Bengaluru.

3.3 Sources of Data

Primary data - The primary data was collected using a systematic questionnaire method, by using Google Forms. These forms were distributed to the customers of quick-service restaurants in Bengaluru and further their responses have been recorded and analyzed.

Secondary data -Most of references were from websites and journal articles.

3.4 Tools for Data Collection

In order to collect data that is required to carry out analysis, the self-prepared questionnaire is distributed to respondents. This questionnaire was electronically administered through google forms to the respondents. The questionnaire contained binary parts whereas the

initial part comprised general questions which examine the demographic status of consumers. The second fold used to determine green practices of QSR of consumers is examined by asking questions related to determinates of the independent variable through the Likert scale (Strongly agree to be the highest and strongly disagree being the lowest).

4. Data Analysis

Reliability Test

Since the researcher has adopted self-designed questionnaires in order to collect the responses, therefore, reliability test has been conducted on the basis of 107

respondents. The calculated value of Cronbach's alpha output of the same is as follows.

The result for 50 items is 0.969 suggesting that the items have excellent internal consistency and are acceptable.

Hypothesis

H1.1: There is a positive correlation between green procurement QSR on Green practices

H1.2: There is a significant correlation between Waste minimization in QSR on Green Practices

H1.3: There is a positive correlation between Recycling on Green Practices

Table 1. Frequency

		Frequency	Percentage
Gender	Male	79	73.8 %
	Female	28	26.2 %
Age	20-30	88	82.2 %
	31-40	11	10.3 %
	41-50	02	1.9 %
	Above 51	06	5.6 %
Qualification	Graduate	38	35.5 %
	Post Graduate	48	44.9 %
	College but not graduate	12	11.2 %
	Others	09	8.4 %
Occupation	Student	39	36.4 %
	Part time-Employed	06	5.6 %
	Full time-Employed	48	44.9 %
	Self-Employed	05	4.7 %
	Home Maker	05	4.7 %
	Others	04	3.7 %

Source: author

Table 2. Reliability statistics

Cronbach's alpha	No of Items
0.969	107

Source: author

Table 3. Correlation Matrix

		G	GP	WM	R
Green Practices	Pearson's Correlation	1	.664**	.715**	.688**
Green Procurement	Pearson's Correlation		1	.793**	.826**
Waste Minimization	Pearson's Correlation			1	.864**
Recycling	Pearson's Correlation				1

Source: author

Interpretation

All three of the tested attributes like green procurement (0.664), Waste minimization (0.715), and Recycling (0.688). The set assumptions (Hypotheses) H1.1, H1.2, and H1.3 are accepted, and it is supporting.

Regression models showing effects of green practices attributes and green practices in quick service restaurants:

1. "Green Procurement"

H0: There is no significant consequence of green procurement on green practices.

H1: There is a significant consequence of green procurement on green practices.

Interpretation

The tables present the details of R-value 0.711a showing the indication that the interrelationship between predictors and DV is positive and it is moderate. It is noticed that the R Square value is 50.60%, which signifies that there is a reasonably good fit between the data consistency and green procurement. This means that 49.40% of the variation in green practices cannot be explained by green procurement alone. Therefore, there must be other

Table 4. Model Summary, ANOVA and coefficients of green procurement

Model	R	R Square	Adjusted R Square	Std. Error of Est.
1	0.711 ^a	0.506	0.482	2.531

a. Predictors: Green procurement. b. DV: Green Practices

Source: author

Table 5. ANOVA^a

Model	R	Sum of Squares	DF	Mean Square	F	Significance
1	Regression	662.796	5	132.559	20.697	.000 ^b
	Residual	646.867	101	6.405		
	Total	1309.664	107			

a. Predictors: Green procurement. b. DV: Green Practices

Source: author

variables and attributes that may influence green practices toward QSR.

Since the F value is more than 1, that is 20.697, the model is fit. The calculated value (p-value) is 0.00b, at the minimum level of 0.05 (5% level(alpha)). Overall, a regression model was accurate and precise.

Therefore, there is an interrelationship between predictor and DV. From the analysis, it can interpret and conclude that there is a significant effect of green procurement on green practices.

Table 6 shows an interrelationship between green procurement on green practices in QSR because of the Sig. value of GP3, GP4, and GP5 is 0.012, 0.000, and 0.037, respectively, which is less than the acceptable value of 0.05.

2. "Waste Minimization"

H0: There is no impact of Waste minimization on Green Practices

H1: There is an impact of Waste minimization on Green Practices

Table 6. Coefficients^a

Model	Unstandardized coefficients		Standardized coefficients		
	B	Std. Error	Beta	t	Sig.
GP1	-0.222	0.301	-0.057	-0.737	0.463
GP2	0.396	0.299	0.106	1.321	0.189
GP3	0.774	0.303	0.218	2.551	0.012
GP4	1.240	0.257	0.419	4.825	0.000
GP5	0.545	0.258	0.191	2.113	0.037

Note: GP = Green procurement

Source: author

Table 7. Model Summary, ANOVA and coefficients of waste minimization

Model	R	R Square	Adjusted R Square	Std. error of Est.
1	.729 ^a	0.531	0.508	2.466

a. Predictors: Waste minimization. b. DV: Green practices.

Source: author

Table 8. ANOVA^a

Model	R	Sum of Squares	DF	Mean Square	F	Significance
1	Regression	695.365	5	139.073	22.866	.000 ^b
	Residual	614.298	101	6.082		
	Total	1309.664	106			

a. Dependent Variable: Green practices. b. Predictors: (Constant), Waste minimization.

Source: author

Interpretation

The tables, present the value (R) as 0.729^a which clearly indicates that the interrelationship between the predictor and DV is positive but moderate. It is noticed that the R Square value is 53.10%, which signifies that there is a reasonably good fit between the data consistency. This means that 46.90% of the variation in green practices cannot be explained by Waste minimization alone. Therefore, there must be other variables and attributes that may influence green practices.

Since the F value is more than 1, that is 22.866, the model is fit. The calculated value (p-value) is 0.00b, 0.05 (5% level (alpha)). Overall, a regression model was accurate and precise.

Therefore, the positive hypothesis is accepted. It can conclude that there is an interrelationship between Waste minimization on Green Practices.

Table 9 results show that there is a notable effect of Waste minimization on green practices in QSR because of the Sig. value of WM2, WM3, and WM5 is 0.050, 0.001, and

Table 9. Coefficients

Model	Unstandardized coefficients		Standardized coefficients	T	Sig.
	B	Std. Error	Beta		
WM1	0.172	0.314	0.039	0.549	0.584
WM2	0.641	0.324	0.161	1.982	0.050
WM3	1.033	0.288	0.298	3.593	0.001
WM4	0.450	0.261	0.162	1.727	0.087
WM5	0.943	0.254	0.320	3.716	0.000

Note: WM = Waste Minimization

Source: author

Table 10. Model summary, ANOVA and coefficients of recycling

Model	R	R Square	Adjusted R Square	Std. Error of Est.
1	.719 ^a	0.517	0.493	2.502

a. Predictors: Recycling b. DV: Green practices.

Source: author

Table 11. ANOVA

Model	R	Sum of Squares	DF	Mean Square	F	Significance
1	Regression	677.199	5	135.440	21.629	.000 ^b
	Residual	632.465	101	6.262		
	Total	1309.664	106			

a. D V: Green practices b. Predictors: Recycling.

Source: author

0.000, respectively, which is less than the acceptable value of 0.05.

3. “Recycling”

H0: There is no significant effect of Recycling on Green Practices

H1: There is a significant effect of Recycling on Green Practices

The third question of the research study is aimed at testing the effect of “Recycling” of QSR on Green practices. The table represents the outcome of the regression, ‘Recycling and Green Practices.

Interpretation

The tables show the R-value is 0.719^a which indicates that the correlation between independent and dependent variables is positive and it is moderate. It is noticed that the R Square value is 51.70%, which signifies that there is a reasonably good fit between the data consistency. This means that 48.30% of the variation in green practices cannot be explained by Recycling alone. Therefore, there must be other variables and attributes that may influence green practices. Since the F value is more than 1, that is 21.629 the model is fit. The calculated value (p-value) is 0.00^b, which is minimal at 0.05 (at 5%). Hence, the alternative hypothesis is accepted. From the above analysis, it is interpreted that there is a significant interrelationship between “Recycling on Green Practices”.

The coefficient table details the effect of “Recycling on Green Practices” in QSR because of the Sig. value of R3, R4, and R5 is 0.000,0.017 and 0.001 respectively which is less than the acceptable value of 0.05.

5. Discussions and Conclusion

It is observed that customers truly appreciate the green practices in the restaurants because it helps the environment and gives the customers something good feeling. Many customers viewed the green practices as really interesting, and unique. As noted, in urban areas small efforts are being made to reduce plastic waste. Also, sign boards are being put up to learn more about environmentalism and ways to help the environment. Green practices give a competitive advantage compared with others. This research also observed the significant influence of green practices attributes on the customers of the Quick service restaurants.

The main focus was to investigate the implementation and usage of Green Practices at restaurants and cafes. The study mainly focused on the customer’s point of view. It can be well observed that green practices are indeed important from the perspective of the customers as it brings a positive impact. An emphasis is being made to save the planet and sustainability practices are a top priority to many countries and organizations. It is important for the Quick service restaurants to follow more and more Green Practices for the betterment of the future.

Table 12. Coefficients

Model	Unstandardized coefficients		Standardized coefficients		
	B	Std. Error	Beta	T	Sig.
R1	0.205	0.294	0.055	0.697	0.488
R2	0.145	0.305	0.041	0.474	0.636
R3	1.110	0.295	0.337	3.761	0.000
R4	0.630	0.260	0.223	2.425	0.017
R5	0.898	0.257	0.294	3.492	0.001

Note: R = Recycling

Source: author

5.1 Suggestions

Nowadays, people are more focused on protecting the environment. Though following green practices are helpful but marketers need to understand and take note of some relevant considerations, such as:

The marketer needs to educate and train their employees and make them concentrate more on implying green practices and apply the same to the customers visiting the restaurants.

There should be more laws and training that include information about the objective of Green Practices as a way to prepare cafes/for the future outlook. In a country like India, insisting on the employees and making it a protocol may bring successful implementation of Green Practices.

Point to note: restaurants have implemented/implemented only certain Green Practices like the packaging for consumers in recyclable packets, minimum wastage of energy, etc., but the whole organization's process is completely not a green corporation. It may take time to completely implement but there is an identifiable movement happening, which is a very positive response.

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