Factors of Attitude towards Eco-Friendly Products, Attitude, and Intention to Eco Friendly Dining among Consumers in Russia Far-East

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Abstract

Restaurants and dining industry is an important sector in Russia Fareast especially with the dining habits of citizens. If emerged with the fact that restaurants are one of the highest sectors in harming the environment, the eco-friendly dining behaviour of customers and food providers become essential to protect the environment. The study aims to examine the antecedents of consumers' attitude towards eco-friendly besides to the impact of the attitude on the intention to eco-friendly dining in Russia Fareast. The proposed model for this study includes environmental beliefs, environmental awareness, evaluation of outcome, health awareness, self-identity and social identity; along with Attitude and intention toward eco-friendly dining. The population for this research is all the residents who live in a Russia Fareast. According to the official Russian statistics, there are around 8.4 million people living in the Russia Fareast, distributed among different age groups and the targeted sample size is 385. Data obtained from the survey is analysed by utilizing the software Statistical Package for the Social Sciences (SPSS 25) and SmartPLS 3.0. The results revealed that attitude to eco-friendly products have a significant influence on the intention with path coefficient of 0.551. The six antecedents shows a significant impact on the attitude towards eco-friendly products; the precedence of the impacts is environmental belief (0.308); environmental awareness (0.291); self-identity (0.217); outcome evaluation (0.181); health awareness (0.127); and social identity (0.087).

Keywords: Environmental Beliefs, Outcome Evaluation, Environmental Awareness, Health Awareness, Self-Identity, Social Identity, Attitude Towards Eco-Friendly Products, intention to eco-friendly dining.

1. Introduction

The environment impact is always high especially in quick service food establishments, though there is much can be done to address the eco problems and health issues caused by food preparation techniques due to the fact that this type of businesses dominate the restaurant sector (Rezai, et al., 2013). Sustainable operations are not only a popular trend but also a way to bring a number of benefits to consumers and a business owner. In hospitality industry, particularly in food service sector, environmental concern resulted in the establishment of green restaurant association (GRA). This organization, found in the United States in 1990, is considered a pioneer in green restaurant movement, helping thousands of restaurants and food outlets on their journey to sustainability (Kim, Lee, & Fairhurst, 2017). Greening has become a popular way to promote a business, solve some eco problems and minimize the environmental impact. Restaurants play an important role in enhancing environmental problems. The studies done by Green Restaurant Association show that the industry consumes 1/3 of all energy in the retail sector, uses more than a million litters of water per year, a great amount of energy and produces on average 25 tons of garbage(Kim et al., 2017). Restaurants however, are often less dependent on environmental factors, therefore care less for ecological issues (Zaitseva et al., 2019). Nevertheless, the food service sector is exposed to challenges of food consumption on the health of consumers. With more and more consumers becoming overweight or obese as the results of

changing habits in food consumption, healthier food is an important issue in the restaurant sector (Carson, 2018). Health consciousness promotes the changes in the restaurant industry. Business owners increasingly change their attitudes towards environmental and nutritional issues and try to implement certain improvements in order to promote a healthier environment and healthier foods (Escaron et al., 2016).

A food establishment greatly contributes to air pollution, soil erosion, water pollution, wastes production etc. that leads to worsening of the existing ecological issues (Kim et al., 2017). Therefore, sustainable attributes are essential to address the industry environmental impact and business development. Some of the benefits include wastes reduction, decrease of energy and water consumption, consumers' loyalty, stronger brand image and so on. It goes without saying that greening is not only beneficial for the environment but also can be used as a powerful business tool, thus employing green attributes in a restaurant sector is extremely important for the present and future of the whole industry (Escaron et al., 2016). In modern societies such as Russia Fareast, numerous factors contribute to restaurant environmental impact. There is a wide variety of dining establishments in the country, including full-service restaurants, fast food restaurants, cafes, food stalls, food courts, eat-in bakeries, and pubs & bars. A wide range of different types of restaurants formulates the dining structure in the country. Such a variety empowered by rich food heritage in the country, especially with the mixed food culture between Chinese and Russia and others. Moreover, urbanization, changing lifestyles, and more women in the work place; citizens are expected to continue to seek convenience through dining outside. As an example of from one of the Asian countries, 67% of citizens dine at restaurants at least once a week, Food industry in modern societies are expected to grow much more (Rezai et al., 2013). Such rapid development results in the increasing number of food establishments and brings additional environmental issues for the country.

Furthermore, Food service industry causes a great amount of environmental problems. According to data, the restaurant industry consumes 1/3 of all energy in the retail sector and it is five times more energy intensive than other retail, office and lodging industries while the average restaurant uses more than a million liters of water per year. The greater amount of energy used by the industry (water, electricity, gas etc.) will cause the negative impact on the environment (Chua et al., 2013). Therefore, the restaurant industry should take the responsibility for contribution to protect the environment (Kasim, 2009) that of the total water amount approximately 35% is used for food preparation, 28% is used for cooling, 18% is used for sanitation, 13% for other and 6% for refrigeration. Per year, the average restaurant produces 25 tons of garbage. Close to 95% of that could be recycled or composted.People all over the world have become more aware of the environmental impact of the restaurant industry. That is why Green Practices have become a major concern in the restaurant sector as a way of increasing social benefits and sustaining business in the long run (Kim, Lee, & Fairhurst, 2017). In developed countries sustainability is incorporated in most industries. And hospitality industry is not an exception. Being a part of hospitality industry, restaurants increase implementation of green attributes and enjoy the following benefits. In developed economies customers recognize the danger of environmental problems and give their preferences to environmental friendly products and food safety (Han, et al. 2010). Moreover, in US and Canada, the studies and sustainable programs of Green Restaurant Association and National Restaurant Association distinguish green restaurant standards and certification in order to guide businesses in during greening process (Makarova et al., 2015). For food service providers, the framework of

environmental implication has been divided into upstream, direct, and downstream (Jaffee, Henson, Unnevehr, Grace, &Cassou, 2018). In the local context, some research works have been initiated in investigating the direct environmental impact of food service sector which focuses on the drivers for restaurant operators to adopt green practices (Tan &Yeap, 2012). Restaurant operators have early and significant insights on consumer preferences and buying habits, which should be passed to the upstream food service value chain and the policy makers in developing strategies to realize sustainable consumption in society, but such information has not been captured and disseminated.

In emerging economies, consumers across regions are not familiar with green restaurant attributes, believe that any sustainable attributes require lots of efforts and funds; witch might reflect the food quality and pricing in particular. (Chung, 2016), but value seekers who are willing to spend time to find the best offer for themselves (Wang, 2015) and spread positive word-of-mouth about restaurants (Chung, 2016). However, there is shortage of evidence on consumers' concern over green attributes in restaurants. In other words, whether there is enough demand among consumers to motivate food service providers to change towards sustainability. Understanding such perspectives can help restaurants with green attributes to create value proposition to their customers which can increase the demand and provide information for green restaurant index that can be implemented by the policy makers while following the green demand environment of the national and international context.In short the researcher want to find out the nature of households dining behaviour toward eco-friendly products (food), that will directly affect the environment in RussiaFareast, this research findings is expected to create more awareness about the environmental issues and to give recommendations in case that the behaviour of people of Fareast Russia was not supporting eco-friendly product (As the wide support of green products will force the firms and restaurants to be more green in their operations).

Based on the above discussion, It is concluded that the restaurants in Russia Fareast, similar to other restaurant worldwide, are one of the main sources for harming environment either for pollution or resources consumption, Restaurants practices is one of the main harmful to environment, and previous studies prove that consumers' attitude is a main influencer of dinning behaviour. Improving consumers' attitude will improve their eco-friendly dining behaviour, which will result in enforcing restaurants to have eco-friendly practices and contribute to the local and international efforts to save environment. Therefore, the study aims to examine the antecedents of consumers' attitude towards eco-friendly besides to the impact of the attitude on the intention to eco-friendly dining in Russia Fareast.

2. Literature Review

2.1 Conceptual Framework

The research framework of this particular study has determinates of environmental beliefs, outcome evaluation, environmental awareness, health awareness, self-identity, social identity,as for the attitude towards eco-friendly products, which supposed to influence theintention to eco-friendly dining. (As seen in Figure 1).

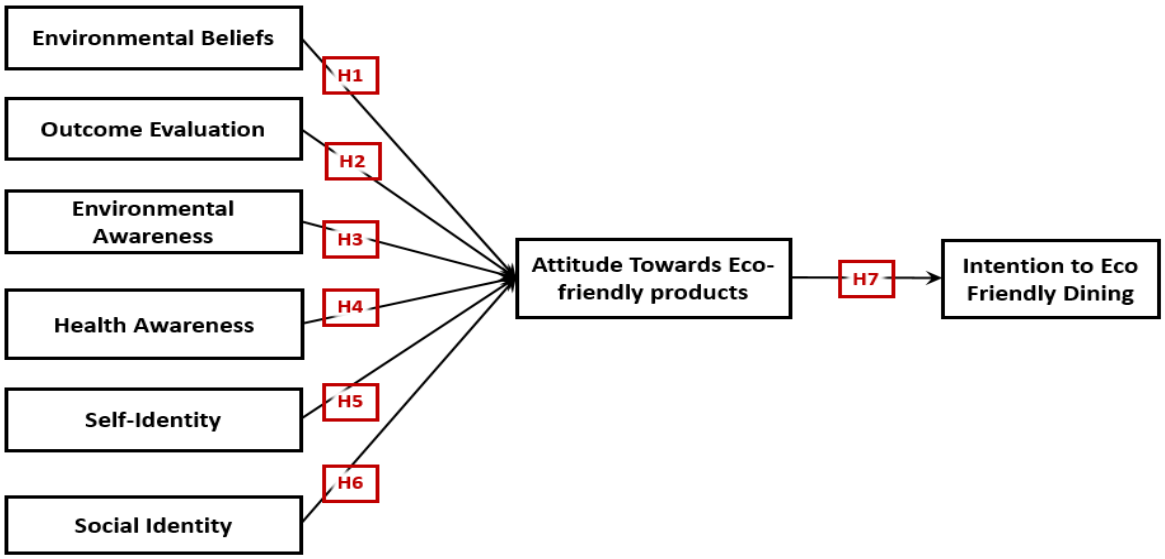

Figure 1: Research Framework

2.2 Relationship between Environmental Beliefs and Attitude Towards Eco-Friendly Products

Environmental beliefs or sometimes called Environmentalism means the principles and thoughts that a person tend to have about keeping the world greener and healthier but usually not based on a wide knowledge. It also has concerns to protect and improve the environment (Willow, 2018). On the other hand, a person who has such beliefs creates an awareness about the impact of bad environment on human, plants, animals and other non-living matters. The researcher hypothesizes that the more the consumers have environmental beliefs the more they will support the eco-friendly product. This hypothesis is compatible with other hypothesis in other studies such as (Heo&Muralidharan, 2019).

- H1: Environmental beliefs would positively influence the attitude towards green/eco-friendly products.

2.3 Relationship between Outcome Evaluation and Attitude Towards Eco-Friendly Products

Outcome evaluation is the process whereby the consumers can check out if the product or service met the expectations and having criteria's such as (good quality, reasonable price and friendly to environment product etc.) (Cavanagh et al., 2017). If those criteria's were not met then the consumer attitude will be affected and change negatively. The researcher hypothesizes that the more the product met the expectations and needs of the customer's after the evaluation process, the more they will buy the product. This hypothesis is compatible with other hypothesis in other studies such as (Han, Chua, & Hyun, 2019).

- H2: Outcome evaluations would positively influence the attitude towards green/eco-friendly products.

2.4 Relationship between Environmental Awareness and Attitude Towards Eco-Friendly Products

Environmental awareness is gathered information, idea built, and understanding of the importance of the protection of the environment and how the bad environment can affect human life. Environmental awareness is an integral part of the movement's success towards greening and environ protection. By teaching our friends and family that the physical environment is fragile and indispensable, we can begin fixing the problems that threaten it (Smolyanskiy et al., 2017). The people who has enough knowledge and aware about the environment, supposed to have a higher attitude toward eco-friendly products. This hypothesis is compatible with other hypothesis in other studies such as (Han, Lee, & Kim, 2018).

- H3: Environmental awareness would positively influence the attitude towards green/eco-friendly products.

2.5 Relationship between Health Awareness and Attitude Towards Eco-Friendly Products.

Health or healthy is the situation where the mental and physical state have no disease or issue (Stacey, 2018). Health awareness is the knowledge that a person has about how to protect and keep his own health (Stewart et al., 2017). Many things can affect human's health like food, sports, depression etc. Unhealthy bad products can affect our environment besides to our health (Bourke-Taylor et al., 2019). Therefore, the more the people have awareness about the health the higherthe attitude towards eco-friendly products. This hypothesis is compatible with other hypothesis in other studies such as (Shamsudin et al., 2018).

- H4: Health awareness would positively influence the attitude towards green/eco-friendly products.

2.6 Relationship between Self-Identity and Attitude Towards Eco-Friendly Products.

Self-Identity describes the persons themselves (Who I am) (Weir, 2018). It is the personal perception about ourselves that shaped by variables like personality attributes, self-assessments, abilities, knowledge, hobbies, age, culture, gender, income and the physical attributes (Clarke, 2018). The persons with green self-identity supposed to have green actions and habits that reflect their personality. Therefore, the person attitudes are affected by the way they shaped their perception about themselves. This article hypothesizes that the persons with solid self-identity for their green and environmental behave must have a positive attitude towards eco-friendly products (Barbarossa, De Pelsmacker, & Moons, 2017). This hypothesis is compatible with other hypothesis in other studies such as (Clarke, 2018).

- H5: Self-Identity would positively influence the attitude towards green/eco-friendly products.

2.7 Relationship between Social Identity and Attitude Towards Eco-Friendly Products.

Social identity is individual sense of why they he assigned to a specific group, such as work team, family, society, friends, social class (Hogg, M. A., 2016). Social identity allows people to be part of groups and gain a sense of belonging in their social world (Manley, 2018). These identities play

an important role in shaping self-image. On the other hand, the society has impact on us positively or negatively. The researcher hypothesis that the more the self-image of consumer in society is green the more the person would like to see the society greener and will support their attitude towards eco-friendly products. This hypothesis is compatible with other hypothesis in other studies such as (Brieger, S. A., 2019).

- H6: Social-Identity would positively influence the attitude towards green/eco-friendly products.

2.8 Relationship between Attitude Towards Eco-Friendly Products and intention to eco-friendly dining

Attitude is a psychological construct and definedas a mental and emotional entity that inheres in or characterizes a person. However, attitude is complex because it is and acquired state through experiences and other related antecedents. Attitudes toward eco-friendly products is the behaviour of people that tend to support, encourage, and buy the eco-friendly products that do not harm the environment whether in their production, use or disposal (Marques-Quinteiro et al., 2019). So, this research hypothesizes that the more positive consumer attitude towards eco-friendly (green) products, the higher the consumer's intention to dining eco-friendly (green) product. This hypothesis is compatible with other hypothesis in other studies such as (Wakasala, Miricho, &Wandolo, 2020).

- H7: Positive attitudes toward eco-friendly products would positively influence consumers' intentions toward eco-friendly products.

3 Methodology

The research objectives will be examined by using quantitative methods to numerically prove the desired hypothesis. Most of the deductive approach studies are using the quantitative methods for achieving a solid results of the examined hypothesis (Hair et al., 2014). In this research, the population includes 8.4 cases and the sample size based on Morgan is 385.The statistical data analysis is based on PLS-SEM Partial Least Squares Structural Equation Modelling technique by using utilizing the software package Smart PLS. The items of the questionnaire are adapted from different previous studies such as environmental beliefs (Chen, 2009), outcome evaluation (Mitprasat, Horakul, &Umam, 2019), environmental awareness (G. Li, Li, Jin, & Wang, 2019), health awareness (Chen, 2009; Goetzke, Nitzko, & Spiller, 2014), self-identity (Lee (2009), social identity and attitude towards eco-friendly products (Loureiro & Araújo, 2014), and intention to eco-friendly dining (Ajzen, 1991).

4 Findings

4.1 Validity and Reliability of Constructs

The main reliability easements are outer loading and cross loading to test the proper loading of the items in its associated variable. Every item must has sufficient loading above 0.708 within in its associated variable and must be higher than all loadings in all other variables (Hair Jr et al., 2016; Hulland, 1999). As seen in Table 1, the proposed model have proper loading above 0.708 for all the items except three items, and those items are (HA6, HA7 and SEI4). The findings also

revealed that all the variables have proper composite reliability because the Cronbach's Alpha scores are above the threshold value of 0.7. In addition, the convergent validity that represented by the value of the average variance extracted (AVE) revealed an adequate measure above the threshold of 0.5. Therefore, the dataset have a suitable convergent validity, composite reliability, and outer loading.

Table 1: Constructs Reliability and Validity

construct	Item	Loading	AVE	Cronbach's alpha
Environmental Beliefs (EB)	EB1	0.898	0.933	0.911
	EB2	0.873		
	EB3	0.857		
	EB4	0.761		
	EB5	0.895		
Outcome Evaluation (OE)	OE1	0.877	0.922	0.873
	OE2	0.862		
	OE3	0.940		
Environmental Awareness (EA)	EA1	0.803	0.900	0.862
	EA2	0.753		
	EA3	0.855		
	EA4	0.812		
	EA5	0.784		
Health Awareness (HA)	HA1	0.916	0.937	0.916
	HA2	0.846		
	HA3	0.867		
	HA4	0.824		
	HA5	0.873		
	HA6	x		
	HA7	x		
Self-Identity (SEI)	SEI1	0.897	0.908	0.848
	SEI2	0.855		
	SEI3	0.875		
	SEI4	x		
Social Identity (SOI)	SOI1	0.857	0.930	0.906
	SOI2	0.802		
	SOI3	0.884		
	SOI4	0.848		
	SOI5	0.866		
Attitude Towards Eco-Friendly Products (ATEP)	ATEP1	0.822	0.905	0.869
	ATEP2	0.822		
	ATEP3	0.771		
	ATEP4	0.762		
	ATEP5	0.870		
Intention To Eco-Friendly Dining (ITED)	ITED1	0.769	0.914	0.874
	ITED2	0.850		
	ITED3	0.916		
	ITED4	0.869		

Table 2 shows the Fornell&Larcker criterion matrix that used to assess the discriminant validity to assure that the different variables and its items have enough space between each other. The matrix is a refined matrix of the latent variable's correlations. The test is successful if the value in the diagonal is higher than any other value within the crossed column and raw. OE has the value of 0.894, which is higher than all the other scores within the shared column and raw. The rest of the study's variables have a good adequate level of the discriminant validity. Based on the above tests, the data set have the proper level of reliability and validity to proceed for relationships examination.

Table 2: Discriminant validity – Fornell-LarckerCriterion

	ATEP	EA	EB	HA	ITED	OE	SEI	SOI
Attitude Towards Eco-Friendly Products (ATEP)	0.810							
Environmental Awareness (EA)	0.501	0.802						
Environmental Beliefs (EB)	0.474	0.200	0.858					
Health Awareness (HA)	0.360	0.230	0.258	0.866				
Intention To Eco-Friendly Dining (ITED)	0.614	0.309	0.388	0.231	0.853			
Outcome Evaluation (OE)	0.457	0.388	0.195	0.235	0.354	0.894		
Self-Identity (SEI)	0.391	0.141	0.157	0.174	0.235	0.289	0.876	
Social Identity (SOI)	0.217	0.193	0.055	0.110	0.153	0.104	0.117	0.852

4.2 Relationships Examinations and Discussions

Table 3 shows the predictive power and predictive relevance of the two outcome variables; intention and attitude to eco-friendly dining. The six antecedents can explain 52.4% of the variance in the attitude variable. Besides, the attitude can explain 41.5% of the variance in the intention to eco-friendly variable.

Table 3: Predictive Power and Predictive Relevance of Proposed Model

	Predictive Power		Predictive Relevance	
	R Square	Status	Q Square	Status
Intention to Eco-friendly Dining (ITED)	0.415	satisfactory	0.299	Medium
Attitude Towards Eco-friendly Products (ATEP)	0.524	moderate	0.336	moderate

Table 4 shows the results of the path coefficient and significance level for all the relationships in the proposed conceptual framework. The rule of thumb stated that the relationship is significant if the P vale is less than 0.05 or the T statistics is above 1.96 Hair et al. (2016). Therefore, All the seven relationships have a significant influence but with different level, which can be identified by the path coefficient. The results revealed that attitude to eco-friendly products have a significant influence on the intention with path coefficient of 0.551. The six antecedents shows a significant impact on the attitude towards eco-friendly products; the precedence of the impacts is

environmental belief (0.308); environmental awareness (0.291); self-identity (0.217); outcome evaluation (0.181); health awareness (0.127); and social identity (0.087).

Table 4: Path Coefficient Assessment of the Study Variables

		Path Coefficient	Standard Deviation	T Statistics	P Value (one tailed)	Status
H1	EB → ATEP	0.308	0.039	7.928	0.000	Significant
H2	OE → ATEP	0.181	0.036	5.073	0.000	Significant
H3	EA → ATEP	0.291	0.041	7.071	0.000	Significant
H4	HA → ATEP	0.127	0.041	3.025	0.003	Significant
H5	SEI → ATEP	0.217	0.041	5.270	0.000	Significant
H6	SOI → ATEP	0.087	0.038	2.258	0.024	Significant
H7	ATEP → ITED	0.551	0.043	12.820	0.000	Significant

5 Conclusions and Recommendations

The study revealed that attitude is a main predictor for the intentional behaviour towards eco-friendly dining as it can explain 41.5% of its power prediction. Therefore identifying the best antecedents of the attitude become essential in the worldwide efforts to improve the human acts in the environment saving. The results shows that environmental belief and environmental awareness is two highest influencers and both are related to improving the knowledge of the people; therefore, decision makers are advised to increase practice in the media and social media with the aim to change the people awareness about the environment saving. However other variable such as self-identity and social identity have a significant influence also; therefore a strategy that based on the social media influencers could grape many antecedents at the same time.

This study proposed a developed model with new constructs and relations. While the model was assessed successfully, but further research is needed to assess the model in different environments. One of the constraints is the limited approach of implementation, which reduces the generalization, therefore replicating the same assessment in food industries in other countries is recommended to get a better understanding. Another constraint is the participants' types and selection, which reduce the generalization, therefore replicating the same assessment in other firms and wider participant's number is recommended. Simply, the recommendation is for testing the model in different scenarios and conditions to enhance the generalization of the theory. In addition, further studies can focus in exploring, and examining additional factors such as marketing and government intervention.

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