

# Assessing the Millennials' Intention Toward Green Fast Food Retail: The Use of the Theory of Planned Behavior

Bella Marhaenia Dyah Ayu Pithaloka Hayuningardi<sup>1</sup>, Moh Farid Najib<sup>1</sup>, Yessy Purnamasari<sup>2</sup>

<sup>1</sup>Department of Business Administration, Politeknik Negeri Bandung, Indonesia

<sup>2</sup>Department of English, Politeknik Negeri Bandung, Indonesia

Correspondence author: [mohfaridnajib@polban.ac.id](mailto:mohfaridnajib@polban.ac.id)

## ABSTRACT:

The existence of this interest can indirectly affect the existence of fast-food retail because of negative consumer perceptions related to fast-food retail. Therefore, several fast-food retailers have offered eco-friendly products, in great demand by Millennials. However, it is still rare for fast-food retailers to launch new outlets with green themes due to the adverse insight of fast food itself. It is also caused by data deficiency on consumer behavior intention towards green fast-food retail, even though the existence of this restaurant itself continues to increase, especially in West Java. Therefore, this study aims to examine the intention of millennial consumers in West Java's green fast-food retail by applying the Theory-of-Planned-Behavior approach with the role of green knowledge, perceived green practices, perceived physical servicescape, and perceived price fairness. 402 respondents were gathered in this study by implementing TPB theory as the variable under study, supported by Green Knowledge, Perceived Green Practices, Perceived Physical Servicescape, and Perceived Price Fairness. A quantitative approach is employed and processed using SPSS and Smart-PLS. Based on the results, the company's green practices, physical service scape, and price fairness affect consumer behavior control which leads to a positive influence on consumer behavior intention in green fast-food retail. Another result proved that green knowledge has a positive and significant impact on consumer Attitude.

## Keywords:

*Green Fast Food, Millennial Intention, Theory of Plan Behaviour*

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## 1. INTRODUCTION

Fast-food retail is still in great demand due to the consumption pattern of people who often consume fast food (Organization, 2020). However, the public's perception of this retail is not good (Gregory et al., 2006; Syana, 2020). Fast food retailers pay less attention to health aspects (Gregory et al., 2006) and are synonymous with offering something 'unhealthy' as it relates to fast food places (Block et al., 2004; Croll et al., 2001). So, it is not only the food served that is unhealthy but the environment (physical service-scape) associated with the place where the fast food becomes unhealthy too. It is said to be unhealthy because consuming fast food excessively influences the health of its consumers, such as obesity, diabetes, and hypertension, as well as affecting the brain and mental health (Oberst, 2017). People who consume fast food twice a week are 51% more likely to experience depression (Sánchez-Villegas et al., 2012). Out of 2,027 adults surveyed and it shows that 76% said fast food was not good or not good at all (Dugan, 2013). The green product growth is five times faster than non-green products, and 50% of the growth of packaged goods in 2018 came from sustainable products (Whelan & Kronthal-Sacco, 2019).

The adoption of eco-friendly practices has been tried by several retailers after noticing this (Xu & Jeong, 2019) by offering products that are more eco-friendly both in packaging and in food quality or composition (Ganev, D. 2019). Customers have a positive attitude towards environmentally friendly products regarding the importance of protecting the environment (Februadi et al., 2022). There is a possibility that consumers are willing to switch brands to brands that are associated with a good cause (Cone Communication, 2017). However, the launch of outlets as a whole with a theme that is more "green" or "environmentally friendly" is still rarely carried out by fast food retailers, even though retail fast food related to the dining area itself or the physical servicescape has been perceived negatively (Block et al., 2004; Croll et al., 2001). In Indonesia, there is one fast food that bravely launches a thematic green fast food namely KFC Naughty By Nature (Tirto.id, 2020). Determination of effective methods and data deficiency on customer behavioral intentions toward green fast food retail is still difficult to implement by fast food practitioners (Schubert et al., 2010).

Recommendations to buy can show the willingness of the intention to buy at green fast food retailers that are environmentally friendly (Jang et al., 2015; Misung et al., 2011), the number of visits (Choe et al., 2020), and the will to spend more money (Lita et al., 2014). Measuring behavior intention in green fast-food restaurants can apply the Theory-of-Planned-Behaviour approach, where this theory can predict behavioral intention in several situations (Icek Ajzen, 1991; Åstrøm & Rise, 2001; Choe et al., 2020). There are 3 dimensions of TPB, namely Attitude supported by cognition/knowledge (Aertsens et al., 2011; Ching-Yu Lien, 2012; Wu et al., 2013), Subjective Norms, and Perceived Behavioral control which is associated with perceived green practices (DiPietro et al., 2013; Jeong & Jang, 2010), perceived physical service-scape (Haery & Badiezadeh, 2014; Ryu et al., 2012) and perceived price fairness (Konuk, 2019; Qin et al., 2010). In contrast to some previous studies that generally research green products in general, it is still very rare to research green fast-food retail. Likewise, the variables used for previous research examined the influence of each variable. This study will examine the combination of these several variables. This study is focused on millennial consumers in West Java, Indonesia, related to behavioral intention towards green fast-food retail using the TPB approach. So, it is expected for fast-food practitioners to launch outlets with healthier themes which can be called green fast-food retail.

The purpose of this study is to measure millennials' perception of green fast-food retail, analyze the influence between green knowledge, perceived green practices, perceived physical servicescape, and perceived price fairness on Theory-of-Planned-Behavior of millennials at green fast-food retail, and determine what strategies can be used by green fast-food retail based on the customer behavior intention of millennials towards green fast-food retail.

## **2. LITERATURE REVIEW**

### **2.1 Green Knowledge**

Green knowledge defines where customers know and believe in things related to "green" (Chou et al., 2020) such as knowing facts related to the environment and knowing that they are responsible for the environment to support sustainable development (Maichum et al., 2016). Green knowledge in restaurants is a view and level of understanding from customers regarding a "green" concept restaurant, where information obtained as well as external and internal factors are considered by customers before eating at the restaurant (Lien et al., 2012).

Environmental knowledge is said to play an important role in shaping attitudes toward environmentally friendly behavior (Kumar et al., 2017; Maichum et al., 2016). Personal knowledge of green restaurants significantly influences customer attitudes toward visiting and eating at a green restaurant (Stenholm et al., 2013). The green restaurant and brand knowledge can affect its brand attitude (K.-N. Liu et al., 2020). Objective knowledge and subjective knowledge have a positive relationship with a green attitude (Wang et al., 2020). So, the first hypothesis will be:

H1: There is a positive relationship between green knowledge and attitude.

### **2.2 Perceived Green Practices**

Going green is one of the steps companies should take if they want to apply green practices (Kwok et al., 2016). Being green means being more responsible for the environment and reducing the environmental impact of our business practices (DiPietro & Gregory, 2012). Environmentally responsible practices become a new viewpoint that supports companies in accomplishing their economic goals while cultivating their environmental performance (Cherrafi et al., 2018). In short, three attributes are applied in green practices in green restaurants: food-focused green attributes, environment-focused green attributes, and administration-focused green attributes (Kwok et al., 2016).

The main thing that a restaurant offers is the food; therefore, the food-focused green attribute is a core and more visible attribute in a restaurant to demonstrate green practices (Kwok et al., 2016; Xu & Jeong, 2019). In general, green food includes local, organic, and sustainability-grown food (LaVecchia, 2008). The environment-focused attributes here consist of 3R and 2E, namely renewable power, recycling and composting, reduction, energy, and efficiency, while the administration-focused includes CSR, green certification, and employee training related to green practices (Kwok et al., 2016).

Restaurant green attributes can affect customers' choice of green restaurants (Jeong & Jang, 2010). Previous research indicates that control trajectories associated with environmentally conscious practices can influence consumers' perceived behavioral control

(Moon, 2021). Following DiPietro et al., (2013) consumers prefer restaurants with green practices implementation. Thus, the next hypothesis will be:

H2: There is a positive relationship between perceived green practices and perceived behavioral control.

### **2.3 Perceived Physical Servicescape**

Differing from natural social environments, service-scape is an orchestrated physical surrounding (Halbusi et al., 2020). Physical service-scape or it can be called a physical surrounding is the environment in a place that provides settings for human activities. A green physical servicescape refers to a green build environment that comprises green elements, green environmental conditions, and green spaces. (Han et al., 2020). The physical servicescape in a restaurant is a vital feature that contains competitive value (Hanaysha, 2016). Prior research mentioned that physical service scape influences positively on customer behavior control (Haery & Badiezadeh, 2014; Han et al., 2020; Hanaysha, 2016). Then, the hypothesis is:

H3: There is a positive relationship between perceived physical servicescape and perceived behavioral control.

### **2.4 Perceived Price Fairness**

Price is a key marketing feature that affects customer behavior (Hanaysha, 2016) and is also a critical decision that can affect company profits (Konuk, 2018). Price fairness refers to the customer's overall perception of whether the price offered is fair (Konuk, 2019; Xia et al., 2004). There are four indicators of price fairness, namely reasonable, inexpensive, appropriate, and affordable (Lien et al., 2012). Prior studies on price fairness state that it can affect WOM and behavior change (Campbell, 1999; Rothenberger, 2015). It is also able to create consumer behavior changes and impacts consumer choices significantly (Rama, 2020). The following hypothesis is:

H4: There is a positive relationship between perceived price fairness and perceived behavioral control.

### **2.5 Theory of Planned Behavior**

The theory of Planned Behavior is an extension of the Theory of Reasoned Action (Sofiani, 2019). The theory of Planned Behavior is a construct for measuring customers' behavior intention resulting from attitudes, subjective norms, and perceived behavioral control (Icek Ajzen, 1991). TPB can accurately predict customer behavioral intention and affect their actual behavior (Choe et al., 2020; Kim et al., 2013).

Attitude is a person's feeling about favorable or unfavorable behavior (I Ajzen, 1991). Attitude results from outcome evaluations and behavioral beliefs (Yadav & Pathak, 2017). Behavioral belief refers to a person's subjective probability about the consequences that are felt as a result of carrying out a behavior (Icek Ajzen, 2020; Conner, M., & Norman, 2006), while outcome evaluation is related to an assessment of whether the consequences of behavior are beneficial or not (Yadav & Pathak, 2017). These attitudes can influence individuals' pro-environmental behavior (Yuriev et al., 2018). Other past studies state attitude can positively significantly affect behavioral intention to buy organic food (Nosi et al., 2020). Then, the hypothesis will be:

H5: There is a positive relationship between attitude and behavioral intention.

Subjective norms are social influences on doing or not doing a behavior (Icek Ajzen, 1991). Subjective norms can be divided into two, namely an injunctive normative belief and a descriptive normative belief (Icek Ajzen, 2020). An injunctive normative belief is the subjective influence of close or certain individuals (family, friends, doctors, partners, etc.) to perform certain behaviors. Meanwhile, descriptive normative belief is another important influence on performing a behavior. The opinions of important people around consumers make them want to choose, recommend, and even pay more for the products offered (YANG & AHN, 2020). In the context of green products, subjective norms affect consumer behavior in buying green products (Sethi & Jain, 2020). The most influential factor affecting behavioral intention in food safety was subjective norms (Lin & Roberts, 2020). So, the next hypothesis will be:

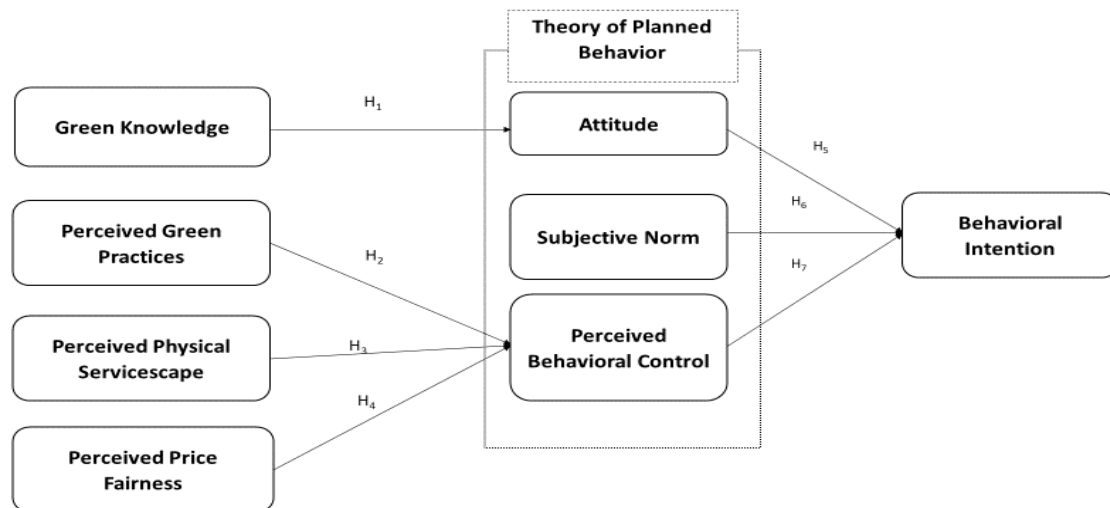
H6: There is a positive relationship between subjective norms and behavioral intention.

Perceived Behavioral Control is a feeling that refers to the ease or difficulty of carrying out behavior which is a reflection of past experiences and the anticipation of obstacles (I Ajzen, 1991). Perceived behavioral control is associated with control belief which is defined as the individual's subjective probability that inhibiting or driving factors will be present in behavior, for example, time, money, or opportunity (Icek Ajzen, 2020), and perceived power refers to a personal evaluation of the impact of these factors (Yadav & Pathak, 2017). Research stated that perceived behavioral control has a significant influence on customer intention (Setyawan et al., 2018). There is a substantial effect of consumer behavioral control on product intention (Dalila et al., 2020a).

Several past studies have shown that the use of TPB can also predict customer behavior in the green food and beverage industry, such as visit intention, positive WOM, and the will to spend more money (Hwang & Choe, 2020; Ryu et al., 2012). Thus, the last hypothesis is:

H7: There is a positive relationship between perceived behavioral control and behavioral intention.

The research model from the explanation and previous studies above lead to the conclusion as drawn in the research model in Figure 1 below:



**Figure 1.** Research Model

### 3. METHODS

#### 3.1 Research Design

Research design can be defined as a research framework that describes how the procedures will accomplish the marketing research goal and solve the research problem (Suhartanto, 2014). This research uses a cross-sectional descriptive design because this research describes the market's characteristics (Malhotra et al., 2004). The research was structured where the sample and the type of data needed have been compiled before data collection and the data research will be collected at one time.

#### 3.2 Research Instrument

The instrument developed was the result of elaboration of several previous studies, which include; green knowledge, perceived green practice, perceived physical servicespace, perceived price fairness, attitude, subjective norm, perceived behavioral control, and behavior intention as shown in Table 1.

**Table 1.** Instruments and literature resources

Variables/Construct	References
Green Knowledge	(Sofiani, 2019; Chou et al., 2020; Han et al., 2020)
Perceived Green Practices	(Kwok et al., 2016; Maichum et al., 2016)
Physical Servicescape	(Han et al., 2020)
Price Fairness	(Konuk, 2019)
Attitude	(Qin et al., 2010; Sofiani, 2019; Ghoochani et al., 2018; Choe et al., 2020; Varah et al., 2021)
Subjective Norms	(Qin et al., 2010; Sofiani, 2019; Ghoochani et al., 2018; Choe et al., 2020; Varah et al., 2021)
Perceived Behavioral Control	(Qin et al., 2010; Sofiani, 2019; Ghoochani et al., 2018; Choe et al., 2020; Varah et al., 2021)
Behavioral Intention	(Hwang & Choe, 2020; Varah et al., 2021)

### 3.3 Population, Sample, and Sampling Technique

The survey instrument used in this research is a questionnaire. The questionnaire is a structured data collection technique consisting of several verbal or written questions that should be responded to by a respondent. (Joseph F. Hair et al., 2006). The questionnaire is distributed online through Google Forms. The population in this study is West Java's fast-food' millennial consumers with 300 - 400 target respondents who become the research sample. The respondent filed numbers between 1 to 5 to a question in which '1' means strongly disagree and '5' indicates strongly agree.

### 3.4 Data Analysis Technique

The techniques used to analyze data are the Descriptive Analysis, Measurement Model, and Structural Model. A descriptive analysis was conducted to provide an overview of respondents' opinions about the variables studied. In testing the accuracy level and the truth of data obtained, a validity analysis is employed by using convergent validity as the indicator. Convergent validity assesses the accurateness of every dimension measured by examining the outer loading with a value  $> 0.4$  and Average Variance Extracted (AVE) with a value criterion  $> 0.5$  (Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, 2017). On the other hand, Reliability examines the trust and consistency levels of a variable from the data collection. It is measured by the Composite Reliability  $> 0.7$  (Joseph F. Hair et al., 2019). The inner model analysis is done by employing the Structural Model after the outer model criteria are encountered (Joseph F. Hair et al., 2017). The structural model comprises model fit and regression analysis. The purpose of Model fit analysis is to ensure the correctness and the validity of the model used while the fit model is derived from the results of the square root of  $R^2$  and AVE, with a large indicator if  $> 0.36$ , moderate if  $> 0.25$ , and small if  $> 0.10$  (Jacob Cohen, 2013; Joseph F. Hair et al., 2017). After that, a regression analysis was done to indicate the implication between the variables tested using Bootstrapping 5000 (Joseph F. Hair et al., 2017; Svensson et al., 2018). The results of  $R^2$ , with indicators 0.19 meaning weak, 0.33 moderate, and 0.67 meaning substantial, are used to indicate the influence between the independent variables on the dependent (Chin, 1998; Hair Jr et al., 2014).

## 4. RESULTS AND DISCUSSION

### 4.1 Respondents Demographic

This study has several demographic aspects studied, namely gender, education, occupation, and income in a month. In addition, this study also adds situational questions about how frequent fast food consumption in a month. Table 2 illustrates that 63.2% of the research respondents or 254 respondents were women whereas the remaining 36.8% or 148 respondents were men. This result supports research by Blanck et al., (2008) and Liebman et al., (2001) that in consuming food females are more concerned and pay more attention than males. In addition, according to research by Fatha & Ayoubi (2021), females are more aware of organic food than males. The next demographic is education and the results show that respondents are divided into three groups: senior high school, Diploma III, and Bachelor or Diploma IV. Respondents with the last education of senior high school dominated with 215 respondents or 53.5%, followed by Bachelor or Diploma IV by 31.6% or 127 respondents and Diploma III by 14.7% or 59 respondents. As most of the respondents are still students, the last education taken is senior high school. As stated by Hidaka et al., (2018) in females, higher

education is associated with greater consumption of fast food. Regarding occupation respondents, the results were dominated by students as many as 251 respondents or 62.4%, which is the same as the research by Mohammadbeigi et al., (2018) and Al-Otaibi & Basuny (2015) that more than 50% of especially college students have fast-food consumption. Since respondents are dominated by students who generally do not have income, then 49.5% or 199 respondents have income below IDR 1,000,000.

**Table 2.** Demographic Profile

Variable	Description	Freq	%
Gender	Male	148	36,82
	Female	254	63,18
Education	Senior High School	215	53,48
	Diploma III	59	14,68
	Bachelor/ Diploma IV	127	31,59
	Student	251	62,44
Occupation	Government employees	2	0,50
	Private employees	74	18,41
	Entrepreneur	24	5,97
	Others	51	12,69
Income	< IDR. 1.000.000	199	49,50
	IDR 1.000.000 - IDR 2.000.000	85	21,14
	IDR 2.000.001 - IDR 3.000.000	43	10,70
	IDR 3.000.001 - IDR 4.000.000	29	7,21
Frequency of consuming fast food in a month	> IDR 4.000.001	46	11,44
	< 4 times	263	65,42
	5 - 8 times	105	26,12
	9 - 12 time	12	2,99
	> 12 times	22	5,47

In a situational question regarding how frequent fast food consumption in a month, the results stated that 65.4% or 263 respondents only consumed fast food less than four times a month. Then, as many as 105 respondents (26.1%) consumed fast food 5-8 times a month, 12 respondents (3%) consumed fast food 9-12 times a month, and respondents who consumed fast food more than 12 times in were 22 respondents or 5.5%. It can be assumed that respondents aged 20-26 years who are generally students and are more aware of green food or organic food will consume fast food less often. This result supports research by (Blanck et al., 2008; Liebman et al., 2001) that in consuming food females are more concerned and pay more attention than males. In addition, according to research by Fatha & Ayoubi (2021), females are more aware of organic food than males.

#### 4.2 Measurement Model

Measurement models are intended to test the validity and reliability of external models of collected data. Validity analysis is meant to measure the accuracy and truth level of data obtained. Validity analysis can be done by looking at two indicators, namely, outer loading with a value > 0.4 and Average Variance Extracted (AVE) with a value criterion > 0.5 (Joseph F Hair et al., 2013). While Reliability is used to test the level of consistency and trustworthiness of an item, by looking at Composite Reliability > 0.7 (Hair et al., 2019). The validity and reliability of the data obtained are provided in Table 3.



**Table 3.** Measurement Model

Variables	Loading	CR	AVE
<b>Green Knowledge</b>			
Environmental sustainability	0,578		
Information about green products is an important aspect	0,652	0,747	0,504
Green retail is one way to protect the environment in the future.	0,867		
<b>Perceived Green Practices</b>			
Food quality and the process	0,721		
Practicing efficiency and conversion of energy	0,765	0,818	0,530
Using recyclable products	0,668		
Training employees to use and implement "green" practices	0,754		
<b>Perceived Physical Servicescape</b>			
The placement of live plants and 'green' decorations	0,881		
Green layout and easy access	0,885	0,868	0,688
Air quality, natural and fresh scents as well as direct lighting (natural)	0,712		
<b>Perceived Price Fairness</b>			
Price according to quality is an important aspect	0,727	0,760	0,614
Higher prices are normal for green	0,836		
<b>Attitude</b>			
Be happy if launches a green	0,819		
The existence of green can fulfill the desire to continue consuming	0,827	0,863	0,678
The existence of green is a positive thing that can maintain environmental sustainability going forward	0,825		
<b>Subjective Norms</b>			
Most important people around think green is a good thing	0,766		
Most importantly people around want to choose green	0,803	0,830	0,620
Respect and follow the opinions of important people around	0,792		
<b>Perceived Behavioral Control</b>			
Will choose a green when I want to consume	0,859	0,853	0,743
The opportunity, time, and resources (money, energy) to a green.	0,865		
<b>Behavioral Intention</b>			
Will visit green	0,805		
Willing to pay more for a green	0,787	0,841	0,639
Will recommend speaking positively about green	0,806		

The results of the study stated that all of the items tested had met the criteria. Therefore, it can be concluded that all items are valid and reliable. So, it can be continued for the next analysis, namely structural model analysis.

### 4.3 Structural Model

The inner model analysis is done using the Structural Model once the outer model criteria are met (Hair, et al., 2017). The structural model comprises two aspects: Goodness of Fit (GoF)

analysis and regression. The GoF analysis has an objective to ensure the correctness and validity of the model used. GoF is obtained from the results of the square root of R2 and AVE, with a large indicator if  $> 0.36$ , moderate if  $> 0.25$ , and small if  $> 0.10$  (Cohen, 1988; Hair, et al., 2017). In Table 4, the tested model is fit since the GoF value is  $= 0.435$ , which is categorized as large.

**Table 4.** Goodness of Fit (GoF)

Variable	AVE	R2	Q2
Green Knowledge	0,504		
Perceived Green Practices	0,530		
Perceived Physical Servicescape	0,688		
Perceived Price Fairness	0,614		
Attitude	0,678	0,205	0,129
Subjective Norms	0,620		
Perceived Behavioral Control	0,743	0,492	0,136
Behavioral Intention	0,639	0,210	0,297
<b>Average Score</b>	0,627	0,302	0,187
<b>AVE x R2</b>	0,190		
<b>GoF = <math>\sqrt{AVE \times R2}</math></b>	0,435		

Then there is R2 which can show the influence of the independent and dependent variables (Chin, 1998; Joseph F. Hair et al., 2014). Where R2 can be categorized into three parts, namely 0.75 (substantial), 0.50 (moderate), and 0.25 (weak) (Joe F. Hair et al., 2011). In this study, it can be seen that Green Knowledge can predict Attitude by 20.5% ( $R2 = 0.205$ ), which means it is weak. Furthermore, Perceived Green Practices, Perceived Physical Servicescape, and Perceived Price Fairness can predict 49.2% ( $R2 = 0.492$ ) of Perceived Behavioral Control, which is also included in the weak category. Finally, the results show that Attitude, Subjective Norms, and Perceived Behavioral Control can predict Behavioral Intention by 30.2%, which is included in the weak category as well. Furthermore, Q2 is analyzed to find out whether the independent variable has a good prediction on the dependent variable, with the category value of Q2 being above zero (Joseph F. Hair et al., 2017). The table above shows that the model has relevant predictions. This is because the Q2 values are 0.129, 0.136, and 0.297 which according to the literature mentioned are all above zero.

The next analysis is the effect size, to determine the contribution of the independent variable to R2 on the dependent variable (Hair et al., 2019). Cohen (1988) states that effect size is indicated as small with a value  $> 0.02$ , medium with a value  $> 0.15$ , and large with a value  $> 0.35$ . Based on Table 5, it can be seen that Green Knowledge has a medium effect (0.257) on Attitude. Then Perceived Behavioral Control got a small effect by Perceived Green Practices (0.031), Perceived Physical Servicescape (0.027), and Perceived Price Fairness (0.065). Furthermore, Attitude (0.102) and Subjective Norms (0.021) have a small effect on Behavioral Intention, while perceived behavioral Control (0.298) results in a medium effect on Behavioral Intention.

After performing the model fit analysis, a regression analysis will be performed. The analysis was done to test the level of significance between the variables tested using Bootstrapping 5000 (Joseph F. Hair et al., 2017; Svensson et al., 2018). Based on Joe F. Hair et

al., (2011) three t-value indicators are mentioned: > 1.65 (significance level = 0.1), > 1.96 (significance level = 0.05), and > 2.58 (significance level = 0.01).

**Table 5. Effect Size**

Variable	Attitude	Perceived Behavioral Control	Behavioral Intention
Green Knowledge	0,257		
Perceived Green Practices		0,031	
Perceived Physical Servicescape		0,027	
Perceived Price Fairness		0,065	
Attitude			0,102
Subjective Norms			0,021
Perceived Behavioral Control			0,298

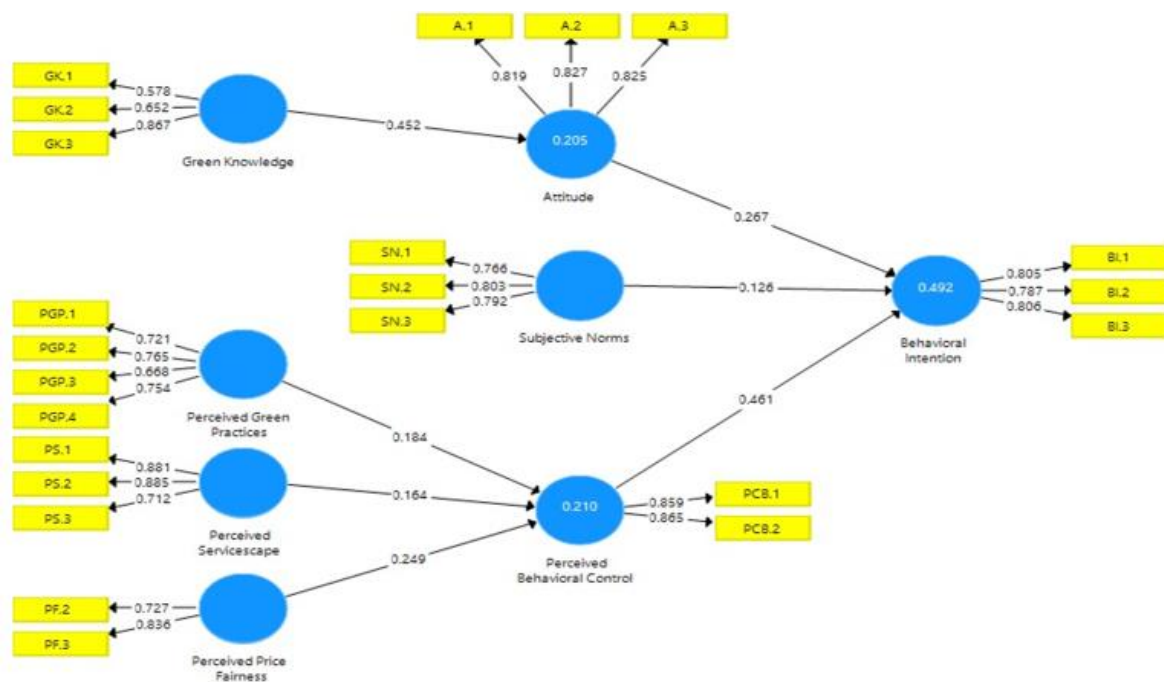
**Table 6. Hypothesis Testing**

Path	Direct Effect		Indirect Effect		Total Effect	
	$\beta$	t-value	$\beta$	t-value	$\beta$	t-value
Green Knowledge -> Attitude	0,452	10,656*			0,452	10,656*
Green Knowledge -> Behavioral Control			0,121	4,715*	0,121	4,715*
Perceived Green Practices -> Perceived Behavioral Control	0,184	2,864*			0,184	2,864*
Perceived Green Practices -> Behavioral Control			0,085	2,924*	0,085	2,924*
Perceived Physical Servicescape -> Perceived Behavioral Control	0,164	2,954*			0,164	2,954*
Perceived Physical Servicescape -> Behavioral Intention			0,076	2,743*	0,076	2,743*
Perceived Price Fairness -> Perceived Behavioral Control	0,249	4,600*			0,249	4,600*
Perceived Price Fairness -> Behavioral Control			0,114	3,839*	0,114	3,839*
Attitude -> Behavioral Intention	0,267	5,527*			0,267	5,527*
Subjective Norms -> Behavioral Control	0,126	2,643*			0,126	2,643*
Perceived Behavioral Control -> Behavioral Intention	0,461	10,147*			0,461	10,147*

Note: \*p < 0.01

Table 6 presents the direct effect, indirect effect, and total effect of the independent variable and dependent variable, but what will be analyzed is the direct effect according to the model that has been tested. The first result states that Green Knowledge significantly and positively affects Attitude ( $\beta = 0.452$ ,  $p < 0.01$ ). So, it can be concluded that H1 is accepted. Then Perceived Green Practices ( $\beta = 0.184$ ,  $p < 0.01$ ), Perceived Physical Servicescape ( $\beta = 0.164$ ,  $p < 0.01$ ), and Perceived Price Fairness ( $\beta = 0.249$ ,  $p < 0.01$ ) have a positive and significant influence on Perceived Behavioral Control, which means that H2-H4 is accepted. Then it was also found that Behavioral Intention was influenced by Attitude ( $\beta = 0.267$ ,  $p < 0.01$ ), Subjective Norms ( $\beta = 0.126$ ,  $p < 0.01$ ), and Perceived Behavioral Control ( $\beta = 0.461$ ,  $p$

< 0.01) positively and significantly. This shows that H5-H7 is accepted. With that, all the hypotheses tested in this study can be accepted. The hypotheses test can briefly be seen in Figure 2.



**Figure 2.** Relationship Between Variables

## 5. DISCUSSION

This research, which was conducted on the millennial generation in West Java, aims to determine consumer perceptions of green fast-food retail and what factors influence consumer behavioral intentions towards green fast-food retail by using the Theory-of-Planned-Behavior construct assisted by Green Knowledge, Perceived Green Practices, Perceived Physical Servicescape, and Perceived Price Fairness. The result shows that the most influential factor affecting behavioral intention was Perceived Behavioral Control. In more detail, the findings of this study can be explained in the following paragraph.

The first result shows that Green Knowledge has a very significant influence on consumer attitudes regarding green fast-food retail. In this case, consumers believe that environmental sustainability in the future is in their hands, so they will consider the green information contained in the product before consuming it, including eating at green fast-food retail. These results support previous research which states that knowledge possessed by consumers can influence consumer attitudes towards these products (K. N. Liu et al., 2020; Suki, 2016). In more detail, these results support the research of Wu et al., (2013) that consumers' green knowledge has a significant effect on consumer attitudes toward green restaurants. These results prove that a sense of pleasure and a positive view of green fast food is based on the knowledge possessed. Therefore, it would be very good for fast-food practitioners to build consumer green knowledge by re-emphasizing that their role and their actions greatly affect the environment in the future and the benefits by preferring green fast-food retail. One way is through the creation and distribution of educational posters or content related to green fast-food retail.

Furthermore, this study proves that Perceived Green Practices positively and significantly affect Perceived Behavioral Control. This means that the company's green practices affect

consumer perceptions regarding their willingness to eat at green fast-food retail. This is in line with the research of Al Mamun et al., (2020) that controlling beliefs about environmentally friendly practices can influence consumer perceptions of behavioral controls. Consumers prefer to spend time in restaurants with green practices implementation (DiPietro et al., 2013). The green practice most approved by consumers is the use of recyclable products such as eco-friendly packaging. However, food composition such as using organic ingredients and those recommended by the health sector, employee training related to green practices, and company processes that practice efficiency and resource conversion are also considered important. Thus, fast-food practitioners should reflect those above factors, for example by implementing the use of paper bags as an environmentally friendly packaging, to boost consumers' willingness to eat at green fast-food retail.

Then this study proves that there is a positive and significant effect of Perceived Physical Servicescape on Perceived Behavioral Control in green fast-food retail. It is in line with the research of Han et al., (2020) that mentions a green environment has a role in creating pleasure and ease of consumer behavior. This means that the ease or difficulty of eating or willingness of consumers to eat at green fast-food retail is also influenced by the green environment around the retail. The green environment here concerns green decoration, plant placement, good layout and air quality, aroma also light at the green fast-food retail. The average consumer thinks that the most important factor is the quality of the atmosphere in green fast-food retail, such as good air quality, fresh aroma, and sufficient natural lighting. In short, there are several things to be considered by fast-food practitioners in launching a green fast-food retail. For example, consider creating a good arrangement and decoration by the placement of a dining table near a window or a semi-outdoor concept. This idea will create a fresh experience for the consumers.

Next, the result states that Perceived Price Fairness has a positive and significant influence on Perceived Behavioral Control. This means that consumer perceptions of fairness or price suitability have a significant effect on consumers' decision to eat at green fast-food retail. These results are in line with Rothenberger's (2015) research that there is an effect between price fairness towards changes in consumer behavior as well as influencing consumer choices (Rama, 2020). The results suggest that consumers will voluntarily spend more money to eat at green fast-food retail, but it is important to note that the quality offered must match. Therefore, fast-food practitioners need to determine the price offered as profit must still be obtained from the selling by adjusting the price with the quality. A well-offered price can be determined by consulting professionals and should meet the market research, especially the research on competitor's prices and product quality

In addition, this study shows that consumer attitudes affect behavioral intention positively and significantly. This proves that consumers will visit and spread positive WOM related to green fast-food retail and are even willing to pay more. This supports research that states that green attitudes can affect consumer behavior related to a purchase (Amoako et al., 2020), intention to visit (Moon, 2021), and the spread of positive WOM (Li & Jaharuddin, 2021). This behavior is because they are happy if fast-food retailers launch green fast-food retail. Another reason is that the existence of green fast-food retail is a positive thing so that they can consume fast food without worrying about health and environmental sustainability in the future. To get a good attitude from consumers, fast-food practitioners need to consider what factors influence, for example, Green Knowledge as previously discussed.

Further, results show that Subjective Norms have a positive and significant influence on Behavioral Intention, in line with the research of Sethi & Jain (2020) which states that

subjective norms affect consumer behavior in buying green products, but contrary to the results of research by Asih et al. (2020). Supported by Yang & Ahn (2020), states that the opinions of important people around consumers make them want to choose, recommend, and even pay more for the products offered. These results mean that the people around consumers have taken a part in determining subsequent consumer behavior. Here important people around consumers strongly agree that eating at green fast-food retail is a good thing and the average consumer respects the opinions of important people around him. Therefore, fast-food practitioners need to build a good image among consumers so that the WOM that spreads is positive because other people's opinions are very influential. Building an image can be done through the products offered and good services for consumers.

Finally, this study found that Perceived Behavioral Control has a positive and significant influence on consumer behavior intention. The average consumer feels that they have the opportunity, time, and resources both material and energy to eat at green fast-food retail. Consumers are voluntarily choosing green fast-food retail when they want to consume fast food. This consumer willingness makes consumers want to visit green fast-food retail, recommend and spread positive WOM, and even pay more to eat at green fast-food retail. These results support Dalila et al. (2020) that there is a significant effect of consumer behavioral control on intention in a product, supported by Cop et al. (2020) that consumer behavior control also affects recommendations and word-of-mouth spread. Thus, it is an important duty for fast-food practitioners to ensure consumers since their behavior control greatly influences their subsequent behavior. One of the ways to convince them is by educating them on what benefits will they get in choosing green fast-food retail by using posters or social media. In addition, practitioners can create a content that shows the good green practices of fast-food retail, physical service-scape, and suitable price.

## **6. MANAGERIAL IMPLICATION**

This study is guided by the Theory-of-Planned-Behavior by I Ajzen, (1991) by adding several independent variables that may influence customer behavioral intention related to green fast-food retail. This study produced several findings that are also in line with previous research. First, overall consumer perceptions of the tested construct have a good value, especially perceptions of green practices implemented by green fast-food retail. So, fast-food practitioners must convince consumers that they have implemented appropriate green practices. Then, from the eight supported hypotheses, the consumer's behavioral intention is most influenced by Perceived Behavioral Control. Therefore, green fast-food retailers need to convince consumers to be willing or find it easy to eat at green fast-food retails, recommend and spread positive WOM until they are willing to pay more. Then, the results of the study show that the average consumer agrees regarding the existence of green fast-food retail as this can be used as a marketing strategy for fast-food practitioners, especially practitioners in West Java. When they want to use the concept of green fast-food retail, they can apply it based on factors that can affect intention in consumer behavior to suit what is needed. Finally, this research results in what considerations are suitable to be used as marketing strategies so that green fast-food retail is launched according to the needs and wants of consumers.

The results suggest that consumers are willing to pay more to eat at green fast-food retail, but it is important to note that the quality offered must match. Therefore, fast-food practitioners need to think about the price they want to offer very well so that the company still gets profit but does not let consumers lose money. Prices must be adjusted to the quality offered. Good prices can be obtained with the help of professionals who understand finance

and of course must be assisted with market research, especially research on prices and product quality offered by competitors.

Based on the conclusions that have been made, several suggestions can be considered for the industrial and academic fields in the future. The suggestions given include (1) Advice for the industry. This research gives an insight into consumer behavior related to green fast-food retail. The factors that influence consumer behavior need to be considered by fast-food practitioners so that the best strategy can be implemented. In this case, the factors that need to be considered are consumer behavior control which is influenced by the perception of green practices, service-scape, and price fairness; (2) Advice for academics. This research produces a suitable model and combines several models in previous studies. The results of this study can be used as a reference for the next research related to TPB, fast food, and green products. It is suggested that further research to improve the question lists such as the price fairness, the percentage of the price increase, and the consumers' expectations from green fast-food retail.

These results mean that the people around consumers play an important role in determining subsequent consumer behavior. Here important people around consumers strongly agree that eating at green fast-food retail is a good thing and the average consumer respects the opinions of important people around him. Therefore, fast-food practitioners need to build a good image among consumers so that the WOM that spreads is positive because other people's opinions are very influential. Building an image can be done from the products offered and good services for consumers.

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