



The Responsible Diner. Do Consumers really care about a restaurant's sustainable practice?

By Laura Favretto

GRIN Publishing Nov 2014, 2014. Taschenbuch. Condition: Neu. Neuware - Bachelor Thesis from the year 2014 in the subject Business economics - Business Ethics, Corporate Ethics, grade: First Class Honours, South Bank University London, course: BA (Hons) Hospitality and Business Management - Sustainability within the Restaurant Industry, language: English, abstract: This paper considers the values and perceptions of diners' in relation to the concept of sustainability and presents an analysis of impact on their decision-making process when eating out at restaurants. From the literature review it appears that the context of sustainability has evolved gradually throughout human history; however only a few studies have been conducted with regards to diners' choice towards sustainable restaurants despite recent studies suggesting that more consumers are avoiding goods that leave a large footprint on the environment. The aim of this dissertation is therefore to discuss in critical terms whether a restaurant's 'green' practice impacts on customers' behavioural intentions and to analyse if consumers' attitude to dining out has changed towards a more responsible approach in the restaurant environment. A survey of 417 restaurant diners from three casual and three fine dining restaurants within Greater London and seven interviews with relevant industry stakeholders revealed...



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