



## Sustainable Development Practices Influencing Customers' Revisit Intentions in Restaurants

### KEYWORDS

Sustainable Development Practices, Restaurants, Customers' revisit intentions, Sustainable Development

**Dr. Ranjana Pandey**

Research Scholar, Faculty of Management Studies  
Banaras Hindu University, Varanasi-221005 UP

**Dr. Usha Kiran Rai**

Professor, Faculty of Management Studies  
Banaras Hindu University, Varanasi-221005 UP

### ABSTRACT

*Topic of Sustainability is of immense importance for holistic growth of business and society. Purpose of the study is to explore important factors including sustainability issues which may influence customers' patronage towards restaurants. Influence of educational qualification on understanding about the ecological sustainability was also identified. Nature of study is exploratory; tools used are exploratory Factor analysis and ANOVA. Conclusions of the study indicate that Employee concern, Green practices and CRM are most important factors influencing customers' decision to revisit a particular restaurant. Understanding about environmental sustainability was dependent on educational qualification of the customers.*

### Introduction

The concept of sustainable development encompasses three dimensions of welfare – Economic, Environmental and Social- and involves complex synergies and trade-offs among them. In order to achieve the goals of sustainable development, every fabric that makes up our society needs to be examined. Sustainable development is one of the most fundamental challenges confronting humanity. According to recent surveys, by the end of the year 2012, the overall restaurant industry in the world has employed around 13.3 million people, of which India has a significant share. However, the main challenge is to enhance the market growth of the industry. Customers' come back intention for a restaurant depends on various factors including environmental sustainability and by exploring these factors a restaurant may know about customers' expectations and their ecological concern.

### Literature Review

IUCN (The World Conservation Union), 1991 defined Sustainable Development as "To improve the quality of life while living within the carrying capacity of ecosystems". MONET, 2001 defined Sustainable Development as "ensuring dignified living conditions with regard to human rights by creating and maintaining the widest possible range of options for freely defining life plans. The principle of fairness among and between present and future generations should be taken into account in the use of environmental, economic and social resources. Putting these needs into practice entails comprehensive protection of bio-diversity in terms of ecosystem, species and genetic diversity, all of which are the vital foundations of life." Saleki Zeinab Seyed and Seyedsaleki Seyedeh Maryam (2012) attempted to highlight the main factors have potential affect purchasing behaviour in term of organic food.

### Research Methodology

Research design is exploratory. Sources of information are both primary as well as secondary data. Secondary data was collected from reports, journals, theses, periodicals, books and websites. Primary data was collected with the help of structured questionnaire from 300 customer respondents of various restaurants of Varanasi and Lucknow in Uttar Pradesh. Questionnaire was designed on five point scale and reliability ranges for items were .712 to .943, so overall reliability of questionnaire is good enough to use it for study.

### Purpose of Study

Main aim of the study is to explore sustainability factors re-

sponsible for customers' patronage towards a particular restaurant.

### To achieve this following sub objectives are made.

- To explore different sustainability factors that influence customer come again intention.
- To identify influence of educational qualification on understanding of sustainability.

### Formulation of Hypothesis

Since, first sub objective is exploratory in nature, hypothesis formulation is not needed. For second one following hypothesis is formulated.

$H_0$  There are no significant differences in understanding of sustainability among customers having different educational qualifications.

### Analysis and Findings

Analysis was done by using SPSS 18.0 version. For achieving first sub objective factor analysis was applied on 25 variables of Customer come again intentions including Environmental issues. To test the sampling adequacy, Kaiser-Meyer-Olkin Measure of sampling adequacy was computed which was found .801 i.e. greater than 0.5 and it is indicated that the sample is good enough for factor analysis. After extracting the Eigen values, Varimax rotation was applied for the selected variables. The factor loading of the variables was then observed, and the variables were clubbed into factors. In present case 25 variables were clubbed down 7 factors. These factors are given below in order of their relative strength based on Eigen values (shown in brackets).

1. Employee welfare (5.638),
2. Green Practices (1.892),
3. CRM Practices (1.595),
4. Health Consciousness (1.496),
5. Taste Consciousness (1.248),
6. Ambience (1.208), and
7. Value for cost (1.076) (source: authors' calculations)

To achieve second sub objective Analysis of variance is applied, in which Sustainability is considered as dependent variable while educational qualification as independent variable. In the table 1\* (ANOVA) the statistics show that F and p\* value (<.05) are found significant, so our null hypothesis that There are no significant differences in understanding of sustainability among customers having different educational qualifications is rejected. On the basis of comparison of median scores of various educational qualifications and post hoc analysis it is observed that there are significant differences in understandings about sustainability in increasing order

in case of illiterates, primary educated undergraduates and graduates while graduates and above graduates are comparable (somewhat similar).

### Conclusions

From above observations it can be concluded that consumers prefer that restaurants for dining out which have concerns about their employees, environment, customer relations, product quality and responsibility, internal atmosphere and value for their money. These factors may attract customers towards a particular restaurant. Restaurants should focus on these practices for their business growth and overall sustainability.

It can also be concluded that customers having higher educational qualifications are more aware about sustainability issues than that having lower ones and these differences are significantly significant.

### Limitations of study

Present study has some limitations such as resource and time constraint, small area coverage for collection of responses, biasness, unwillingness of respondents etc.

### Significance of Study

It is useful for hospitality and restaurant industry as well as for various streams of literatures such as Environment Studies, Social Studies and Economic studies etc.

*Table 1 Comparison of score of Sustainability among customers of different educational qualification (ANOVA)					
Score of sustainability					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.333	4	1.333	4.407	.002*
Within Groups	74.118	245	.303		
Total	79.451	249			

(source: authors' calculations)

### REFERENCE

- Brundland, G 1983, Our Common Future, Report of the World Commission on Environment and development, viewed 11 July 2010, <http://www.worldinbalance.net/intagreements/1987-brundtland.php> | • IUCN/UNEP/WWF. Caring for the Earth: A Strategy for Sustainable Living. (Gland, Switzerland: 1991). (IUCN - The World Conservation Union, UNEP - United Nations Environment Programme, WWF - World Wide Fund for Nature). | • Harris, Jonathan M. (2000), "Basic Principles of Sustainable Development", Global Development and Environment Institute working paper 00-04, Tufts University, Medford, USA. | • Kates, Robert W., Parris, Thomas M., and Leiserowitz, Anthony A., 2005, What is Sustainable Development? Goals, indicators, Values and Practice, Article published in April 2005 issue of Environment: Science and Policy for Sustainable Development, Volume 47, Number 3, pages 8-21 | • Growth of Restaurants in India <http://restaurants.mapsofindia.com/growth-of-restaurants-in-india.html> browsed at 24/3/2011 | • JingJing, Duan, Xinze, Li and Sitch Renate (2008), "Ethical Consumers: Strategically Moving the Restaurant Industry towards Sustainability" thesis submitted at School of Engineering Blekinge Institute of Technology Karlskrona, Sweden, | <http://www.naturalstepusa.org/storage/articles-and-case-studies/EthicalConsumers.Duan.Li.Sitch.FINAL.pdf> | • Carver & Nash (2009) "Data Analysis with SPSS version 16" Cengage Learning India Private Limited, New Delhi. ISBN 10: 81-315-1205-3. | • Mali Dong, Tian Chen and Ran Liu, "Sustainable Development and Transition of Traditional Retailing Centres in Beijing from Consumers' Perspective", Chinese Journal of Population, Resources and Environment Vol.8 No.2 June 2010, pp.83-87. | • Zhang Jie J., Joglekar Nitin R. and Verma Rohit (2012), "Exploring Resource Efficiency Benchmarks for Environmental Sustainability in Hotels" Cornell Hospitality Quarterly, vol. 53no. 3 229-241 | • Saleki Zeinab Seyed and Seyedsaleki Seyede Maryam (2012), "The main factors influencing purchase behaviour of organic products in Malaysia" Interdisciplinary Journal of Contemporary Research in Business, Vol. 4, No. 1.