Jurnal Organisasi dan Manajemen
Journal Homepage : http://jurnal.ut.ac.id/index.php/JOM

The Importance of Green Consumer Behavior as an Environmental Concern in Fast Food Restaurants

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Article Info

Keywords:
Environmental concern;
Fast food;
Green consumers

JEL Classification:
C32, D53, F36

DOI:
10.33830/jom.v19i1.3620.2023

Article History
Received : August 10, 2022
Accepted : May 5, 2023
Publish : May 5, 2023

Abstract

Purpose – This research aims to determine how green consumers behave when making purchases at fast food restaurants.

Methodology – This study relies on primary data collected through the distribution of questionnaires to fast-food restaurant patrons in Malang Raya. The study included a total of 100 respondents and was descriptively evaluated.

Findings – Compared to other product features, the product attributes connected with the eco-friendly program for fast-food restaurants gained a low average score. On the other hand, consumers' awareness of the importance of keeping the environment clean is strong. When selecting to buy at a fast food restaurant, customers demonstrate inconsistency by initially assessing their necessities. Green consumer behavior is only shown when consumer needs have been fulfilled. Environmental care actions are also shown by consumers after consuming, where consumers are responsible for waste or residual consumption through waste sorting and clean culture application.

Originality – This study presents the behavioral responses of green consumers to various purchase considerations to provide another reference in making purchases at fast food restaurants.

1. Introduction

Littering and deciding to purchase food in packaging that is not environmentally friendly are nevertheless frequent behaviors (Hafil, 2020; Setiawan, 2019). Since most packaged foods are made of plastic or other unfriendly materials, food packaging could cause environmental pollution (Relawati et al., 2020). Plastic has many benefits over other materials used to package food, including solid but lightweight, chemically stable (does not react with air, water, acid, or other chemicals), typically transparent, and low cost (Sucipta et al., 2017). However, using plastic packaging also harms the environment and human health. According to The Ministry of Environment and Forest of the Republic of Indonesia (2019), plastic packaging is hard to disintegrate and unrecyclable, which can result in environmental damage. Using plastic packaging

that interacts with hot food might result in disorders of the kidneys, liver, brain, and even nerves (Sucipta et al., 2017).

Environmental problems emerging today can be overcome with increased consumer awareness and involvement in implementing environmentally friendly behavior. According to the Intergovernmental Panel on Climate Change (2015), efforts to address environmental issues can be significantly decreased through adjustments to consumption patterns, implementing energy-saving techniques, dietary changes, and reducing food waste. In addition to the environmental impact, changes in consumption patterns become more environmentally friendly and healthy when one of the organic foods can form a potential new market to develop and support green consumer groups (Hemmerling et al., 2015; Thorsøe, 2015). However, in running the potential market, it must be supported with the right strategies.

Although quick service is a clear advantage for fast food establishments, it is expected that these establishments could adapt to the emerging habits of environmentally conscious customers (Taufique & Vaithianathan, 2018). Even though there are no clear environmentally-friendly criteria, one way to improve environmentally-friendly products is by changing their characteristics, such as by using paper packaging (Fernqvist & Ekelund, 2014; Giudice et al., 2018; Lee & Hwang, 2016; Shodiq et al., 2020). Restaurants motivated to take advantage of opportunities are gradually beginning to incorporate environmental protection into their research and development (R&D), production, and marketing operations (Tsai et al., 2020). Implementing the green action program for fast food restaurants begins with efforts to actualize organic farming programs (organic rice production), the no-straw movement, the use of stainless steel straws, movements for Indonesian oceans, and the adoption of a clean culture. Especially among green consumers, the execution of green action is considered one of the elements influencing consumer purchasing desire.

Customer behavior has also changed over time, from initially having no regard for the environment to adopting new habits like becoming a green consumer or preferring green products (Munerah et al., 2021; Taufique & Vaithianathan, 2018). Consuming eco-friendly foods is one of the community's good answers (Hsu & Chen, 2014; Liu et al., 2013; Teng & Lu, 2016). Companies must be responsive to all types of change, including the advent of environmentally conscious behavior that has the potential to open up new market niches (Kasali, 2005). Such circumstances demonstrate that economic activity aims to strengthen the economic aspect without compromising the ecological aspect.

Numerous studies have been done in the past that examine environmentally-friendly customer behavior, for instance, the research on packaged food consumption by eco-conscious customers (Relawati et al., 2020). However, it has gained little attention from particular brands. In a study by Lago et al. (2020) about the role of product characteristics in buying environmentally-friendly products, a religious factor, such as the Islamic approval of the halal aspect of the product, was not considered. Environmental norms have yet to be the subject of any research, despite studies on the influence of norms on environmentally responsible consumer behavior (Munerah et al., 2021; Taufique & Vaithianathan, 2018). This study focuses on fast-food restaurant brands and incorporates halal characteristics and societal norms as a manifestation of green consumer behavior to fill in the gaps left by a number of other studies. In addition, it is intriguing to observe that while fast food is often thought to be unhealthy, on the other hand, fast food outlets offer environmental awareness campaigns that can be leveraged to draw in environmentally conscious customers. Therefore, it is crucial to carry out a study on fast-food green consumption behavior. The study sought to understand how environmentally-conscious customers behave when making purchases at fast-food establishments.

2. Research Methods

The study was conducted in a fast food establishment in Malang City that runs a green action program. Respondents' responses to questionnaires from April through October 2021 were used to collect primary data. As determined by the formula by Hair (2006), which multiplied the number of indicators by a minimum value of 5 to 10, the research respondents were fast-food restaurant patrons who met the requirement of 100 people. The study employs the following standards: (1) At least purchase a fast food restaurant for the second time; (2) Engage in consumption activities in outlets of fast food restaurants; (3) After cleaning up any remaining food, dispose of it in the supplied trash can; (4) Eat environmentally-friendly food such as organic rice, avoid plastic straws, and support fast food companies' green initiatives; (5) Reside in the Malang Raya area.

Descriptive analysis is a method for solving problems that involve describing or describing the subject of research based on data gathered from the field (Yusuf & Daris, 2019). The variables used to define the study's findings are presented in Table 1.

Table 1. Variables, Indicators, and Research Measurement Scale

Variable	Indicators	Scale
Product attribute	Various product variants Taste Organic rice Eco-friendly packaging No straw movement Halal certificate	Score: 1(low) - 4 (high)
Environmental Norms	Environmental awareness The influence of religion Family information Information from others Belief in green action	Score: 1(low) - 4 (high)
Buying decision	Necessity Green advertising Green action program	Score: 1(low) - 4 (high)
Purchase Behavior	Frequency of purchase per 3 months Last purchase value Average purchase value per 3 months	Purchase amount Rupiah
Post Consumption Behavior	Clean culture (*beberes*) Trash sorting Takeaway leftovers	Score: 1(low) - 4 (high)

Source: processed data

They were developed based on observation and in-depth research, precisely according to the topic and research location. Finding the average value for each variable indicator is the basis for descriptive analysis (Shodiq et al., 2020). Descriptive test results are presented in various ways, from tables to descriptions. Later, the descriptive test would be supplemented with a test of the relationship between variables, which looks at how one variable interacts with other factors.

3. Results and Discussions

3.1 Characteristics of Respondents

Table 2 lists this study's respondents' characteristics by grouping them by gender, education level, age, and income.

Table 2. Characteristics of Respondents

Demographics	%	Demographics	%
Gender		Age	
Male	43	12 - 25	72
Female	57	26 - 45	26
		46 - 65	2
Education		Income	
Senior High School	38	<1500000	37
Diploma (D3)	2	1500001 - 2500000	25
Undergraduate	55	2500001 - 3500000	16
Post-Graduate	5	>3500001	22

Source: processed data

As shown in Table 2, the majority of respondents are female, bachelor's degree holders, between the ages of 12 and 25, and make less than IDR1,500,000. Respondents' low incomes serve as an example of why eating fast food is not something to be proud of, given that even people with the lowest incomes can do so. In the past, eating at a fast food establishment would have been something to be proud of. However, today it is the same as eating at *warteg* (an acronym for *Warung Tegal*, *which* refers to a small establishment with low-priced meals), which all groups can enjoy. Women are thought to choose food more carefully for their consumption and their families. In line with this notion, Shodiq et al. (2020) assert that women determine the type of food that will be consumed. A higher level of knowledge also increases the likelihood that consumers will become more environmentally conscious. This notion is consistent with Silintowe & Sukresna (2022), who claim that increased customer education will further raise environmental consciousness through environmentally friendly purchase behaviors.

3.2 Test Instruments

In order to acquire a r_{table} of 0.361 for the instrument test in the study, the validity and reliability tests were conducted at the 5% confidence level with df = N - 2 = 30 - 2 = 28. Because r_{count} and r_{alpha} are greater than r_{table}, all data are legitimate and trustworthy. The validity and reliability test findings are shown in Table 3 in the following thorough results.

Table 3. Results of Validity and Reliability Tests

Variable	Indicators	r_{count}	r_{alpha}	r_{table}	Information
Product Attribute	Various product variants	0,467	0,776		
	Taste	0,406			
	Organic rice	0,670			
	Eco-friendly packaging	0,701			
	No straw movement	0,632			
	Halal certificate	0.395			
	Environmental awareness	0,543			

Variable	Indicators	r_{count}	r_{alpha}	r_{table}	Information
Environmental Norms	The influence of religion	0,377	0,741	0,361	Valid and Reliable
	Family information	0,633			
	Information from others	0,555			
	Belief in green action	5,525			
Buying Decision	Necessity	0,600	0,827		
	Green advertising	0,788			
	Green action program	0,673			
Post Consumption Behavior	Clean culture (*beberes*)	0,380	0,524		
	Trash sorting	0,488			
	Takeaway leftovers	0,373			

Source: processed data

3.3 Product Attribute

The product attribute variables in this study are measured using a total of 6 indicators. The following is a recapitulation of the product attribute indicator scores in Table 4.

Table 4. Product Attribute Indicator Score

Indicators	Average score	Number of Respondents Who Choose Score			
		1	2	3	4
Halal certificate	3,40	2	5	44	49
Various product	3,31	3	8	44	45
Taste	3,31	4	6	45	45
No straw movement	3,25	2	12	45	41
Eco-friendly packaging	3,15	2	18	43	37
Organic rice	2,75	5	33	44	18

Source: processed data

Most respondents strongly agree with the product attribute indications (Table 4). The feature of the halal certificate, which has a value of 3.40, represents the highest average score. The fact that the indicator has a high average score is not surprising, given that most people in Malang Raya are Muslims (BPS Kabupaten Malang, 2019; BPS Kota Batu, 2019; BPS Kota Malang, 2020). This outcome is consistent with the prediction of Khan & Khan (2019) that Muslim patrons will seek out eateries with halal certifications. Achieving a high score is inextricably linked to Allah SWT's instruction that urges Muslims always to be mindful of their food. The concern about halal food is mentioned in the surah of Al-Baqarah verse 168, as elaborated in Tafsir al-Misbah (Shihab, 2002). Additionally, establishments with halal certification are regarded as having quality assurance in every way. Halal restaurants typically rank highly on the must-visit destinations lists for many non-Muslims.

The average score of the product and flavor variant indicators, 3.31, is considered to be high. This circumstance demonstrates that product variety and flavor are the most critical factors for consumers choosing a restaurant. Fast food restaurants use a different approach to draw customers' attention to their offerings. Since everyone has varied tastes, this process is mentally applied. Faroh & Junaidi (2019) state that product variants highly affect buying choices. This claim is supported further by the suggestion made by Lago et al. (2020) that the flavor quality of product variants should be of concern, given that young customers place a high value on these qualities. Fast-food outlets must maximize their ability to draw young customers under such circumstances. Given that

there are more young people today than older people. This notion contrasts Barański et al. (2014) and Ellison et al. (2016), who suggest that taste is perceived as less supportive of claims of advantages when consuming organic food.

According to the findings, most respondents engaged in group-consuming activities (Table 8). Consumers in the group find it simpler to choose which products to eat based on individual preferences because of the diversity of product types given. Additionally, consumers weary of consuming a particular product might find a replacement in one of the many options.

Interestingly, the indicators included in the green action program have a lower average rating than others. The average rating of the indicator for organic rice is 2.75, 3.15 for paper packaging, and 3.25 for no-straw movement. The average score demonstrates that respondents do not consider the green action attribute while selecting the restaurant and the food. Thus, there has yet to be much consumer response to the green action program. Furthermore, Massey et al. (2018) highlight a strong inclination to purchase organic items in keeping with high perceptions of these products (e.g., perceptions of taste, environmental impact, and health). Many elements believed to have an impact, such as commercials bundled with the idea of green advertising (Table 5), are less appealing and need more and more knowledge of green action (Table 4). The green action program is still in place because it answers the present environmental issues, primarily about initiatives to reduce reliance on plastic usage. Consumers are prepared to trade off product qualities other than taste and price for products that are more ecologically friendly, according to (Birgelen et al., 2009). However, given that claims about environmentally-friendly products must adhere to rules and constraints regarding labeling and advertising, it is crucial to pay attention to running promotions (Massey et al., 2018).

3.4 Environmental Norms

The environmental norm variable is measured using five indicators. The following is a recapitulation of the scores of the environmental norms indicators presented in Table 5.

Table 5. Environmental Norms Indicator Score

Indicators	Average Score	Number of Respondents Who Choose Score			
		1	2	3	4
Environmental awareness	3,54	0	9	28	63
The influence of religion	3,60	0	4	32	64
Family information	3,02	8	23	28	41
Information from others	3,18	2	15	46	37
Belief in green action	3,42	0	10	38	52

Source: processed data

The indicator with the highest overall average score of 3.60 is the effect of religion on keeping cleanliness (Table 5). This issue highlights the significance of religion's contribution to the fight to preserve the environment. A hadith in Islam says maintaining cleanliness is an element of one's faith (H.R Ahmad bin Hanbal). It suggests that his faith will increase when a person can keep his body and surroundings clean. Additionally, keeping things clean is considered an informal prayer and positively impacts society's social ethics and the environment (Agustina, 2021). Not surprisingly, religious encouragement influences a person's attitude toward environmental protection by encouraging them to buy organic foods (Relawati et al., 2020).

The average score for belief in green action is 3.42, and the average score for environmental awareness is 3.54, both considered high. Additionally, according to Mitariani et al. (2022), one's purchasing intention can be influenced by various factors, including one's conviction that green consumer behavior should be applied. According to respondents, using environmentally friendly products is equivalent to indirectly contributing to environmental protection. Foods with the least possible environmental impact will always be sought after by consumers concerned about environmental protection. One is eating organic foods (de Oliveira Sampaio & Gosling, 2014; Escobar-López et al., 2017) and avoiding packaged, environmentally-unfriendly meals and beverages (Clement et al., 2017; Eden, 2009; Relawati et al., 2020; Shodiq et al., 2020).

The green action program allows customers to indirectly contribute to environmental protection from pre-to-post-consumption. The pre-consumption program provides eco-friendly products, including organic rice, paper packaging, and no plastic straws. The fast food industry's post-consumption program aims to raise consumers' awareness by encouraging them to dispose of leftovers and fostering a culture of cleanliness. Environmentally-conscious customers are drawn to cuisine or restaurants with environmental protection and preservation programs (Moon, 2021). Given that it is likely to appeal to the green consumer group, it is unsurprising that fast food businesses' green action programs have a high average score.

It is impossible to disentangle respondents' knowledge and belief in the green action program from the collected data. Information sources play a crucial part in influencing people. Through various sources, including friends, family, and supporting media, information can work as an endeavor to expand one's understanding. Despite playing this function, information from family and other people differs from the indicator with the highest average in this study. Information from the family gained a 3.02 average score, while information from others gained a 3.18 average score. However, responders can also learn about green action projects from various sources besides their family, friends, and acquaintances. This information search is crucial because it is one of the five stages of consumer decision consideration (Kotler & Keller, 2009). The low score differs from that of Robinson et al. (2014), who found that information received or relayed from others significantly influences the amount and type of food consumed.

3.5 Buying Decision

The variables affecting purchasing decisions are measured in this study using three indicators. The following is a recapitulation of the scores of the purchasing decision indicators presented in Table 6.

Table 6. Buying Decision Indicator Score

Indicators	Average score	Number of Respondents Who Choose Score			
		1	2	3	4
Necessity	2,90	1	33	41	25
Green advertising	2,65	7	40	34	19
Green action program	2,87	3	33	38	26

Source: processed data

The green action program indicator, with a 2.87 average score, is second only to the need indicator in importance. It means customers must prioritize their needs while purchasing at fast food outlets. The findings of this study are consistent with Maslow's hierarchy of needs theory, which postulates that a person will prioritize addressing their most fundamental requirements

before focusing on subsequent levels of demands (Maslow, 1943). Given that green advertising has an average score of 2.65, it has been unable to catch customers' attention considerably. It is consistent with the findings of Nahar & Silintowe (2021), which claim that the components of green marketing cannot directly impact consumers' purchasing intentions. The presence of green advertising, in reality, impacts one of the consumer's views (Santoso & Fitriyani, 2016). Nevertheless, advertising and its programs remain essential in attracting and providing information to consumers (Kotler & Keller, 2009; Primatika & Astuti, 2018). Additionally, the availability of commercials, promotions, and other marketing materials is a component that is strongly tied to the perception of the product and is highly likely to affect consumer behavior (Siswantini et al., 2017).

3.6 Purchase Behavior

The variables affecting purchase behavior are measured in this study using three indicators. The following is a recapitulation of purchasing behavior indicators presented in Table 7.

Table 7. Descriptive Analysis of Purchase Behavior

Indicators	Range		Average
	Minimum	Maximum	
Frequency of purchase per 3 months	2	16	5
Last purchase value	Rp. 10.000	Rp. 500.000	Rp. 101.074
Average purchase value per 3 months	Rp. 10.000	Rp. 160.000	Rp. 49.729

Source: processed data

The average purchase frequency at fast food restaurants is five times, with a maximum purchase of 16 times. There is still a belief that eating at fast food establishments carries a certain dignity. Even though some earlier research has shown that going to fast food outlets is no longer associated with particular groupings. This condition is inextricably linked to the pricing packages provided by fast food restaurants, which are known to be able to appeal to people from various socioeconomic levels. The findings demonstrated that most customers fell into the low-income category (Table 2). However, the promise of receiving ecologically-friendly products has people willing to spend a little extra (Basha & Lal, 2019). According to Koklic et al. (2019) and Scalco et al. (2017), eating organic food is not the only option for promoting environmental sustainability, but it plays a significant role.

The respondents' most recent purchases ranged from IDR10.000 to IDR500.000, with an average purchase value of IDR101.074. The value of the last purchase is obtained based on consumption made individually or in groups. It is not surprising that the maximum purchase is high. Meanwhile, based on the per capita purchases, the average purchase reached IDR49.729 with a minimum purchase of IDR10.000 and a maximum purchase of IDR160.000.

3.7 Post Consumption Behavior

The post-consumption behavior variables in this study are measured using three indicators. The following is a recapitulation of the scores for the post-consumption behavior indicators presented in Table 8. Fast-food establishments adopting a clean culture have the highest average score of 3.58 for this indicator. It demonstrates how the clean-up culture has been thriving in getting fast-food customers to care more about their personal garbage or food waste. The respondent's activity was to clean up any leftover food or rubbish, and then she dumped it in the

available trash can. The positive attitude displayed will indirectly lead to and affect purchasing decisions (de-Magistris & Gracia, 2016).

Table 8. Post Consumption Behavior Indicator Score

Indicators	Average score	Number of Respondents Who Choose Score			
		1	2	3	4
Clean culture (*beberes*)	3,58	3	4	25	68
Trash sorting	3,28	2	15	36	47
Takeaway leftovers	3,16	6	20	26	48

Source: processed data

Interestingly, respondents still agree to sort their trash before disposal even when the fast food places lack labeled trash cans. It is demonstrated by the number of respondents who chose "highly agree" and scored 3.28 on average. Nevertheless, these efforts ultimately serve no purpose because the waste will only be disposed of in one location. Since each type of waste demands a different approach, separating waste is crucial (Andina, 2019; Chaerul & Zatadini, 2020; Intan, 2018). This situation demonstrates how crucial it is to encourage responsible consumer behavior to protect the environment. By offering garbage by categories, fast-food outlets could accommodate the excellent conduct displayed by these respondents since fast-food businesses still need to categorize their trash cans according to the types of garbage. Given their very strategic position to make numerous policies and decisions, managers play a crucial role in implementing the environmental care behaviors demonstrated by customers (Fuadah et al., 2021).

The behavior of carrying leftovers or drinks has an average high score of 3.16. Melody (2021) stated that this move was meant to help environmental sustainability, given that it has been established that food waste can result in greenhouse gas emissions of 1,702.9 megatons of carbon dioxide equivalent between 2000 and 2019. Indonesia is ranked as the world's second-largest producer of food waste and the country with the highest contribution to plastic garbage globally. The food waste produced in Indonesia ranges from 23 to 48 million tons, or 115 to 184 kg per person annually (Melody, 2021). Ironically, Indonesians continue to be hungry even when much food is wasted.

3.8 Respondent's Consuming Behavior

The respondents' consumption activities can be classified into two categories: individually and in a group. Although the size of each group varies widely, on average, there are three members in each group. In order to get the average, add up all of the customers who arrive in groups and divide that number by the total number of fast-food customers. The following is the consumption pattern of respondents in fast food restaurants presented in Table 9.

Most fast-food restaurant consumption is done in groups, as seen in Table 8. Based on the number of individuals in each group, the group with two individuals was the largest compared to the others, with the proportion reaching 55.26 percent. Additionally, grouping is at most six people. It shows that most people who eat at fast food outlets do so in small groups. These groupings typically include spouses, friends, coworkers, and relatives. It is said that people eat at fast food restaurants in small groups due to Covid-19. To stop the spread of Covid-19, the government created a policy to restrict activities involving lots of people (Azzahra, 2021; Budianto, 2021).

Table 9. Respondent's Consumption Pattern

Consumption Behavior	Total	Average	%
Consumption			
Individually	24	-	24,00
In group	76	3	76,00
Number of People Consuming in Group			
2	42	-	55,26
3	12	-	15,79
4	17	-	22,37
5	5	-	6,58
≥6	0	-	0,00

Source: processed data

3.9 Analysis of Variable Relationships

The study explored the ten associations that were developed between the examined variables. Table 10 displays the following thorough findings of investigating the correlation between variables.

Table 10. The Value of the Significance of Relationships between Variables

Relation	Person Correlation	Probability	Information
Product Attribute **X** Environmental Norms	0,533	0,000	Significant
Product Attribute **X** Buying decision	0,510	0,000	Significant
Product Attribute **X** Purchasing Behavior	0,497	0,000	Significant
Product Attribute **X** Post-Consumption Behavior	0,283	0,004	Significant
Environmental Norms **X** Buying decision	0,243	0,015	Significant
Environmental Norms **X** Purchasing Behavior	0,432	0,000	Significant
Environmental Norms **X** Post-Consumption Behavior	0,434	0,000	Significant
Buying Decision **X** Purchasing Behavior	-0,253	0,011	Significant
Buying Decision **X** Post-Consumption Behavior	0,450	0,000	Significant
Purchasing Behavior **X** Post-Consumption Behavior	0,067	0,509	Not significant

Source: processed data

Nine out of ten relationships between the variables are deemed significant based on the significant value of the formed relationship. It indicates that in terms of the purchasing habits of eco-conscious consumers, the developed relationships have a close association between one variable and another. The factors relating to purchasing behavior and post-consumption behavior were the only ones deemed to have a negligible connection. It indicates that the cost or price paid to obtain fast food products does not affect the respondent's post-consumption behavior. Meanwhile, Basha & Lal (2019) claim that consumers are willing to pay a little extra to get ecologically beneficial products.

4. Conclusions

The following conclusions can be taken from the conversation that has been had over how green diners behave in fast-food establishments. Customers' main fast-food options will be those with halal certifications, a wide selection of products, and excellent flavors. Interestingly, the product qualities of an eco-friendly program in the fast-food business have not been able to affect how green consumers shop significantly. Even so, it was clear from the responses that they were highly conscious of environmental sustainability. Customers are more aware of necessities when

deciding to buy at fast food restaurants. It implies that green consumer behavior will emerge once the customer's demands have been satisfied. Respondents supported the fast food business' environmental awareness programs by paying attention to both the pre-consumption and post-consumption aspects of waste and excess consumption. Additionally, nine of the ten factors created have a significant association among green consumers, according to an analysis of the relationship between the variables.

The author can suggest the following recommendations to various parties. The general public is urged to actively support the environmentally-friendly policy of the restaurant by making intelligent and frequent purchases. Expectedly, the restaurants can continually implement and grow environmental awareness campaigns through product innovation and production. Fast food establishments are expected to provide trash cans organized by type to support the positive waste-sorting behaviors displayed by respondents. Given that only fast food restaurants were addressed in this study, although there are numerous varieties of fast food restaurants, future researchers should be able to identify the brand correctly. Additionally, since waste management directly affects the environment, research has to be focused on how fast-food restaurants manage food waste (post-consumption). Furthermore, restaurant managers' opinions have yet to be included in this research, despite the fact that they are crucial given that producers are also responsible for protecting the environment in addition to consumers. In the future, it is hoped that these studies will fill in the blanks in this research, so that information about the behavior of green consumers will be complete.

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