

Green Marketing Practices of Selected Japanese Restaurants in Manila; Marketing Intervention

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ABSTRACT

Environmentally conscious are further penetrating the restaurant industry. This study attempted to find out the answer whether green marketing practices have strong effects on the image of the company and customers' behavioral intentions in the restaurant industry, another factor to consider were the demand and purchase of green products. Most of them projected it as an additional cost and same time customers would not demand or pressure them to be an environmentally friendly company. This would enable restaurants need to follow and implement existing practices and take the initiative to develop and sustain green marketing practices.

INTRODUCTION

As more customers recognize the seriousness of environmental problems, the consumer choices are becoming more ecologically conscious as they purchase products and services as well to meet the changing expectations of the customers. Restaurant owners are adopting green practices to their properties by becoming members of green associations such as Green Restaurant Association (GRA).

The key challenge for the companies' employees and customers today is to preserve and protect the earth's natural environment and finite environmental problems. Companies must focus on green marketing and producing eco-friendly or green products that have less harmful effects on the environment, than the conventional products. Moreover, consumers are becoming more and more aware of the environmental problems and are actively trying to reduce their impact on the environment by purchasing green products and moving toward a greener lifestyle.

The term "green" has become the major elements driving millions of consumers throughout the world, the needs of the consumers are evolving, and brand loyalty is being continuously redefined. Companies nowadays must integrate appropriate green strategies into their operational activities, product development processes, and marketing activities to achieve a competitive advantage in the saturated restaurants. Thus, the marketers and the consumers are nowadays focusing on green products and services.

Although in the short run, a company may find it expensive to shift towards the "green" approach, in the long run, it will prove to be advantageous for the company in terms of cost also. The marketing impact of corporate image on consumer behavior is well recognized and it helps the companies to establish and maintain loyal relationship with customers and one of the main reasons why companies are pursuing green practices is to improve their image and reputation to the public. Thus, it would be important to look at the green practices that affect different customers segments by their perceived images of green restaurants and their behavioural intention.

Karate Kid Japanese Restaurant is the country's first Japanese fusion quick service restaurant started in fourth level of Robinsons Place, Manila in September 2002. Karate Kid offers a wide variety of great tasting dishes such as Beef Teriyaki, Chicken Katsudon, Pork Tonkatsu, Beef Gyudon, Sizzling Teppanyaki, Super Chop, Maki, Sushi, Sashimi, Ramen Noodles among others at very affordable prices.

The name Karate Kid was inspired by the Japanese Anime cartoons thus, making it appealing to the young professionals, kids, and young families. It is the first quick service restaurant that offers "Rice all you can" and bottomless Kido Punch Tea, Karate Kid's Signature drink.

Tempura Japanese Restaurant on the other hand, is one of the leading casual dining and modern Japanese Restaurant in the country, Tempura Japanese Restaurant takes the pride offering Manila's Best Tempura. Tempura Japanese Restaurant provides best in class core products, modern Japanese Food, value for money, and an excellent service that goes the extra mile the

only Japanese restaurant in the country to offer a wide selection of Tempura, serving the freshest and best sourced ingredients all over the world. Aside from the black tiger prawn and classic tempura, Tempura Restaurant serves the fresh and succulent Hokkaido Giant oysters, Japanese Sea Scallops and Soft-Shell Crab.

This study focuses on Green Marketing Practices of Selected Japanese Restaurant in Manila and to come up with an intervention measure and also intends to determine the green marketing practices of Selected Japanese Restaurants in terms of the four P's: Product, Price, Place and Promotion

Alvarez (2012) poses a general concern among food establishment. In addition, establishment create an increasing impact to environment. With their huge solid waste, general wastewater and energy consumption internal efforts or activities of a restaurant to implement environmentally friendly practices towards the goal of becoming a green facility.

Resurrecion (2015), stated that environmentally concerned business compelled to align their marketing strategies with these growing concern for the environment not only in their corporate social responsibility initiatives but in their market offerings.

Ofreneo (2012), stated that greening the services sector means the adoption of more eco-friendly and eco- oriented business practices including better treatment of worker through the culture of social partnership and respect for the rights of both workers and employees.

Johansson (2016), green marketing is a central part of the environmental dimension of corporate social responsibility which reflects a commitment to the well being of the economy, society, and environment.

Vincent (2012), to assess a restaurant based on the green initiatives they have implemented to reduce energy use, conserve water, recycle, or reuse products to keep them out of waste stream, eliminate harmful toxins from our air and water, and overall, to reduce the carbon footprint.

Troup (2012), green marketing as the use of marketing activities that encourage the purchase of environmentally preferable product as well encourage a change in lifestyle. Green marketing is the planning development promotion of product or services that satisfy the needs of consumer in quality, output accessible prices and service without a negative effect on the environment.

Chan (2013), Green Marketing means marketing of products and services which are environmentally friendly, and it has been defined as the management process that is responsible for identifying anticipating and satisfying the need.

Manjunatah (2013), identified green marketing mix 4P's which is product, price, place, and promotion each variable is explained. Product it refers to a healthy consumption, Price represents the value of the product or service. Place is a products attainability, and Promotion means focusing on the eco-friendly products.

Chou (2014) founded that when restaurants are faced with environmental innovations, they will place great emphasis on economic and positive benefits that are associated with observable resource saving.

Hilario (2014) wrote on his study that aside from inadequate knowledge in applying green practices another important factor to consider were the demand purchase of green products most of them projected it as all additional cost and same time consumers would not demand or pressure them to be environmentally company.

Gregorio (2015) mentioned that green marketing utilizes environmentally friendly production and marketing processes some of the early efforts aimed at understanding green consumer involved the profiling of consumers in terms of their demographic characteristics their knowledge of beliefs on attitudes toward and behavior regarding environmentally friendly consumer practices.

Kwakye (2012) discussed the development and marketing of products designed to minimize negative effects on the physical environment or to improve its quality as the efforts by organization in a manner that is sensitive or responsive to ecological concerns.

Sanguyo (2014) mentioned in his thesis that green marketing is one of the newly emerged extensive concepts in marketing which encompasses all marketing activities that are done to motivate and strengthen favorable environmental attitudes and behaviors.

Villaflor (2012) stated that green marketing is consists of all activities designed to generate and facilitate any exchange intended to satisfy human needs or wants, such that satisfaction of these needs and wants to occur with minimal detrimental impact on the natural environment.

Gandhi (2012) to become more environmentally responsible there are three types of certification options for existing restaurants, new builds, and events and listed seven concepts as the environmental guidelines that cover a wide spectrum of different green practices. The seven environmental guidelines are: energy efficiency and conservation, water conservation and efficiency, recycling and composting, purchasing sustainable, local and organic foods, pollution prevention, use of non-toxic and chemical products and sustainable furnishings and building materials.

Chen (2013) mentioned and suggested in his study that green restaurant that provide green food on their menu such as organic, local and sustainable food restaurants should integrate green practices into their service process to implement the idea of environmental protection and ecological maintenance.

Jeong (2014) wrote on his study that implementing green attributes, restaurants can inspire customers to structure a mental image of a particular restaurant greenness. Furthermore, this constructed green image can assists customers in developing a positive attitude toward the restaurant which would ultimately affect customers dining decisions.

Ketakisheth (2012) said that green marketing it refers to the promotion or advertisement of products with environment friendly characteristics indicating attributes like recyclable, refillable, and ozone friendly.

Gesiot (2012) mentioned on his study that a product is a green when its environmental and societal performance in production, use and disposal is

significantly improved and improving in comparison to conventional or competitive product offerings.

Barclay (2012), mentioned on his study that environmental sustainability initiatives are needed in restaurants because restaurants generate great amounts of waste, use of large amount of energy, and deplete natural resources to operate.

White (2012) Green Marketing encourages to buy advertised product instead to buy advertised eco-friendly product instead of environment inferior alternative while obtaining or better performance at comparable price.

THEORETICAL REVIEW

This section presents the theory that the researcher has chosen to analyze the study's variables focusing on the impact of green marketing practices. Theories were reassessed in building the foundation of this study. These served as guiding principles in identifying the problems prompted by the researcher.

Green marketing Theory

The concept of green marketing is the marketing practice that considers prevention and conservation of the natural environment. Due to outrageous environmental disasters consumers are concerned about environmental problems and are willing to purchase environmentally friendly products. Due to consumer pressure regarding environmental issues, companies develop new business models based on green trends. Green marketing is a broader concept which includes all marketing activities that develop and sustain environmentally friendly attitudes and behaviors of consumers. Due to the future relevance of green marketing, this study discusses the importance of green purchase intention and explores the relation of green purchase intention with green trust, green brand image and green satisfaction.

According to Schaltegger et al. (2003, 208-209), the central goal of green marketing is to change the habits of consumers. Particularly, eco-centric marketing could play an educational role, then reform customers' consumption conditioning. Thus, they might take more responsibility for the ecology in the decision-making process. Additionally, green marketing targets bring crucial information about product quality, usage, maintenance, and removal to the customers. Therefore, they will have a more appropriate vision with their purchase decisions. Moreover, a successful green marketing project is when corporations could build sustainable and closed relationships with customers. Further, by launching this kind of environmentally safe campaign, the shortcomings of eco-unfriendly practices are leveraged; thus, consumers could better recognize these concerns and adapt to change their buying behaviors. According to a study, to conduct a prosperous green marketing strategy into the market, there are three fundamental components that should be determined. First, marketers are accountable for telling a greener product story. Second, they must research and clarify the needs of the target audience to meet their expectations. Last, an appropriate communication strategy should be built to introduce the greener item's features to the public.

Conceptual Framework

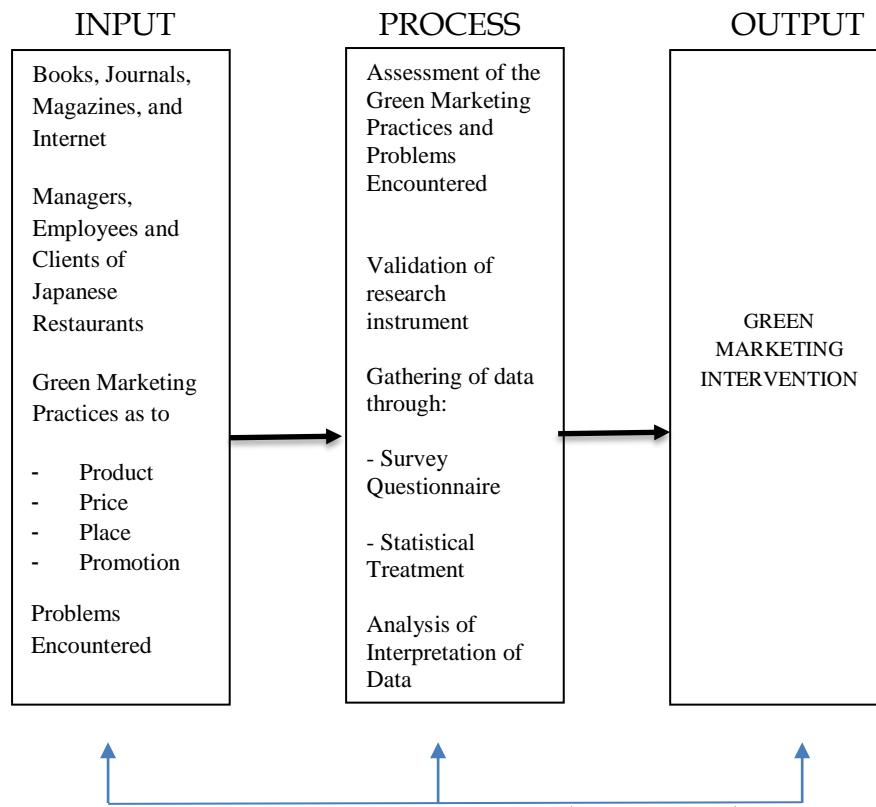


Figure 1. Conceptual Framework

Based on the theoretical framework the following conceptual paradigm is seen in figure 1.

The **INPUT (I)** box shows the demographic profile of the respondents, the green marketing practices of selected Japanese Restaurant in terms of 4P's Product, Price, Place, and Promotion, and the problems encountered.

The **PROCESS (P)** shows assessment of the green marketing practices and the problems encountered, the gathering of data using survey questionnaire, and statistical treatment, data analysis and interpretation of data.

The **OUTPUT (O)** reflects the contribution of the study which is the Proposed Marketing Interventions.

METHODOLOGY

The descriptive method of research was used to identify the Green Marketing Practices of Selected Japanese Restaurant. According to Simon (2015), descriptive research viewed as what exists by asking questions, understanding what people or things mean is used both in quantitative and qualitative research. It tends to discover the cause-and-effect relationship or difference through testing of methods and programs. It uses different tools such as interview and questionnaire. The findings of such studies lead to the establishment of policies and initiatives to change condition.

Instrumentation and Sampling Technique

Purposive Sampling Technique was used in this study; the respondents are composed of three groups. The first groups are the management, second group is the employees and the last is the customers.

Research and Respondents Sampling

The researcher employed a self-made instrument. The survey questionnaire is divided into three (3) parts: Part I deal with the demographic profile of the respondents to examine the credentials of the participant. Part II is the assessment on the green marketing practices by the Japanese Restaurants in terms of product, price, promotion, and place. Part III is the assessment of the problems on the green marketing practices by the Japanese Restaurants.

Statistics and Sample Data

The data gathered in this study were tallied and arranged them accordingly. The research data were further presented in tabular form as well as in graphical way of presenting them accordingly.

1. *Percentage*. To determine the relations of a part to a whole use in the profile of the respondents.

$$\text{Formula: } P = \frac{F}{N} \times 100$$

Where:

F= Frequency

N= Number of Cases

P= Percentage

2. *Ranking*. This will be used to determine the order of decreasing or increasing magnitude of variations. The largest frequency is ranked number 1, 2 and so on down to the last rank and number.

3. *Weighted Mean*. The sum of the item's values divided by the total number of items. It is computed average, and its magnitude is influenced by every one of the item values in the set, and used to describe as set of quantitative data provided the item values that constitute the set are considerably concentrated. It is computed by adding and dividing the sum by the total number of scores.

$$\text{Formula: } WM = \frac{\sum (w_1f_1 + w_2 f_2..+w_nfn)}{n}$$

Where:

WM= Weighted Mean

F1 = frequency of first cell

W1= weight of first cell

F2= frequency of second cell

W2= weight of second cell

N= number of cases

4. *Linkert Scale*. The data was interpreted by using the Five (5) Linkert Scale Method, as the criterion for the interpretation of the data.

The concept of the boundary of the numerals will be used as follows:

5	5.00-4.20- Highly Practiced	(HP)
4	4.19-3.40- Practiced	(P)
3	3.39-2.60- Moderately Practiced	(MP)
2	2.59-1.80- Least Practiced	(LP)
1	1.79-1.00- Not Practiced	(NP)
5	5.00-4.20- Highly Encountered	(HE)
4	4.19-3.40- Encountered	(E)
3	3.39-2.60- Moderately Encountered	(ME)
2	2.59-1.80- Least Encountered	(LE)
1	1.79-1.00- Not Encountered	(NE)

5. *Analysis of Variance (ANOVA)* to determine whether there are statistically significant differences between the means of three or more independent groups.

The formula is:

$$F = \text{MSSb} / \text{MSSw}$$

Mssb- mean of the squares between

Mssw- mean of the squares within

RESULTS

Table 1. Distribution of Respondents

Respondents	Manager		Staff		Customers		Total	
	F	%	F	%	F	%	F	%
Tempura Restaurant	2	50.00	10	50.00	50	50.00	62	50.00
Karate Kid Restaurant	2	50.00	10	50.00	50	50.00	62	50.00
Total	4	100.00	20	100.00	100	100.00	124	100.00

From the table, there are 4 or 50 percent Managers from both Tempura and Karate Kid Japanese Restaurants. While 10 or 50 percent of the staff and 50 respondents in each customer from both Tempura and Karate Kid Restaurant.

Table 2 Respondents as to Employment Status

Respondents	Manager		Staff			Total	
	F	%	F	%		F	%
Fourth Dimension Agency	1	25.00	9	45.00		10	41.57
Regular Employee	3	75.00	11	55.00		14	58.33
Total	4	100.00	20	100.00		24	100.00

The employment status of the employees in the Japanese Restaurants revealed that 1 or 25 percent of the Manager is under agency employment while

3 are regular manager. For the staff, 9 or 45 percent are under Agency and 11 or 55 percent are regular employees.

Table 3 Respondents as to Age

Respondents	Manager		Staff		Customers		Total	
	F	%	F	%	F	%	F	%
18-20 years old	0	0.00	0	0.00	23	23.00	23	18.55
21-25 years old	0	0.00	10	50.00	26	26.00	36	29.03
26-30 years old	0	0.00	7	35.00	23	23.00	31	25.00
Above 30 years old	4	100.00	3	15.00	27	27.00	34	27.42
Total	4	100.00	20	100.00	100	100.00	124	100.00

Manager belongs to above 30 years old with 4 or 100 percent. While for the staff with 10 or 50 percent are 21-25 years of age, 7 or 35 percent are 26-30 years old and 3 or 15 percent are above 30 years old. For the Customers, 23 or 23 percent are 18 years old and 26-30 years old, 26 or 26 percent are 21-25 years old and 27 or 27 percent are above 30 years old.

Summarily, most of the customers are 21-25 years old with 36 or 29.03 percent, those above 30 years old are with 34 or 27.42 percent, 26-30 years old with 31 or 26 percent and 18-20 years old are with 23 or 18.55 percent.

Table 4 Respondents as to Sex

Respondents	Manager		Staff		Customers		Total	
	F	%	F	%	F	%	F	%
Male	2	50.00	14	70.00	49	49.00	65	52.42
Female	2	50.00	6	30.00	51	51.00	59	47.58
Total	4	100.00	20	100.00	100	100.00	124	100.00

There are 2 male and 2 female or 50 percent from the Manger. For the staff, 14 or 70 percent are male and 6 or 30 percent are female. While for the customers, 49 or 49 percent are male and 51 or 50 percent are female. Summarily, majority of the customers are male with 65 or 52.42 percent and only 47.58 are female.

Table 5 Respondents as to Civil Status

Respondents	Manager		Staff		Customers		Total	
	F	%	F	%	F	%	F	%
Single	2	50.00	16	70.00	49	49.00	67	54.03
Married	2	50.00	4	30.00	51	51.00	57	45.97
Separated/ Annulled	0	0.00	0	0.00	0	0.00	0	0.00
Widow/er	0	0.00	0	0.00	0	0.00	0	0.00
Total	4	100.00	20	100.00	100	100.00	124	100.00

The table above reveals that 2 or 50 percent of the managers are single and 2 are married. As to the staff, 16 or 70 percent are single and 4 or 30 percent are married. For the customers, 49 or 49 percent are single and 51 or 51 percent are married. This give an impression that most of the respondents are single with 67 or 54.03 percent and 57 or 45.97 are married.

Table 6 Respondents as to Educational Attainment

Respondents	Manager		Staff		Customers		Total	
	F	%	F	%	F	%	F	%
Degree Holder	4	100.00	9	45.00	39	39.00	52	41.94
Non-Degree Holder	0	0.00	11	55.00	61	61.00	72	58.06
Total	4	100.00	20	100.00	100.00	100.00	124	100.00

On the above table, managers are degree holders with 4 or 10 percent. For the staff, 9 or 45 percent are degree holders and about 11 or 55 percent are non-degree holders. For the customers, 39 or 39 percent are non-degree and 61 or 61 percent are degree holders. Overall, most of the respondents are non-degree holders with 72 or 58.06 percent and only 52 or 41.94 percent are non-degree holders. f

Table 7 Green Marketing Practices of Japanese Restaurants as to Product

Criteria	Manager		Staff WM		Customers		Composite		Rank
	WM VI		VI		WM VI		WM VI		
1. Use organic food and beverage and sustainable seafood	4.75	H P	4.30	H P	3.83	P	4.29	HP	2
2. Serve safe and healthy food	4.75	H P	4.15	P	2.63	M P	3.84	P	5
3. Avoid genetically modified food	4.50	H P	4.35	H P	3.57	P	4.14	P	4
4. Use fresh products with no preservative and food coloring	4.50	H P	4.40	H P	3.73	P	4.21	HP	3
5. Use eco-friendly products	5.00	H P	4.40	H P	3.93	P	4.44	HP	1
Overall Weighted Mean	4.70	H P	4.32	H P	3.54	P	4.18	P	

- 5 5.00-4.20- Highly Practiced (HP)
- 4 4.19-3.40- Practiced (P)
- 3 3.39-2.60- Moderately Practiced (MP)
- 2 2.59-1.80- Least Practiced (LP)
- 1 1.79-1.00- Not Practiced (NP)

It can be discerned in the above table that all Manager- respondents rated all indicators are “Highly Practiced” as supported by a weighted mean of 4.75, 4.50. and 5.0 and yielded as result of 4.70 interpreted likewise.

While for the staff, the assessment as to product were “Highly Practiced” as evidenced by a weighted mean of 4.30, 4.35, and 4.40 respectively. And only one indicator is rated as “Practiced” “Serve Safe and Healthy Food and Beverage” as supported by a weighted mean of 4.15. The staff overall rating was “Highly Practiced” with an obtained weighted mean of 4.32.

Customers on the other hand, rated the “Use Organic Food and Beverage and Sustainable Seafood”, “Avoid genetically modified food”, “Use fresh products with no preservative and food coloring”, and “Use eco- friendly products” as shown in the weighted mean of 3.83, 3.57, 3.73 and 3.93, respectively yielded as obtained mean of 3.54 interpreted as “Highly Practiced”

Overall, it reveals that the three indicators were rated as “Highly Practiced” with a weighted mean of 4.44, 4.29 and 4.21, respectively and 2 were rated as “Practiced as supported by a weighted mean of 4.14 and 3.84, respectively. Management must look into the safety and healthiness of the food and beverage by avoiding genetically modified food.

Although indicators were found to be Highly Practiced, it revealed in the data that “Serve Safe and Healthy Food and Beverage” came out to be the lowest indicator as supported by a composite of 3.84.

Relative to the findings, Chen (2013) mentioned and suggested that green restaurants provide green food on their menus such as organic, local and sustainable food. Restaurants should integrate green practices into their services process to implement the idea of environmental protection and ecological maintenance.

Table 8 Green Marketing Practices of Japanese Restaurants in terms of Price

Criteria	Manager		Staff		Customers		Composite		Rank
	WM	VI	WM	VI	WM	VI	WM	VI	
1. Preserve the deterioration of the earth and spending or bearing extra cost is worthy of the cause.	4.50	H P	4.00	P	4.05	P	4.18	P	1
2. Recycling and conserving energy help to save money	4.75	H P	4.20	H P	3.57	P	4.17	P	2
3. Use renewable	4.25	H P	4.20	H P	3.71	P	4.05	P	5

and recyclable material									
4. Provide performance reassurance of green based products and transmit an innate communication of green marketing	4.50	H P	4.00	P	3.75	P	4.08	P	4
5. Offset the initial cost of energy equipment as well as potentially reduce the operating cost	4.75	H P	3.85	P	3.79	P	4.13	P	3
Overall Weighted Mean	4.55	H P	4.05	P	3.77	P	4.12	P	

- 5 5.00-4.20- Highly Practiced (HP)
- 4 4.19-3.40- Practiced (P)
- 3 3.39-2.60- Moderately Practiced (MP)
- 2 2.59-1.80- Least Practiced (LP)
- 1 1.79-1.00- Not Practiced (NP)

As to Price, Management rated “Highly Practiced” all indicators as evidenced by a weighted mean of 4.50, 4.75, and 4.25. This resulted in an overall weighted mean of 4.55 interpreted likewise.

The staff assessed both indicators “Recycling and conserving energy help to save money” and “Use renewable and recyclable material” as “Highly Practiced” as evidenced by a weighted mean of 4.20.

Meanwhile, three criteria “Preserve the deterioration of the earth and spending or bearing extra cost is worthy of the cause, and “Provide performance reassurance of green based products and transmit an innate communication of green marketing” got a weighted mean of 4.00; and “Offset the initial cost of energy equipment as well as potentially reduce the operating cost” with a weighted mean of 3.85 Thus, the obtained overall mean value was 4.05 verbally interpreted as “Practiced”

For the customers' assessment, all indicators were rated as "Practiced" as evidenced by a weighted mean of 4.05, 3.57, 3.71, 3.75 and 3.79, respectively with a computed mean value of 3.77.

Overall assessment of the three groups of respondents as to Price were all "Practiced" with an overall weighted mean of 4.18, 4.17, 4.05, 4.08, and 4.13: with a computed mean value of 4.12.

Although indicators were found to be Practiced and Practiced, it revealed in the data that "Use renewable and recyclable material" came out to be the lowest indicator as supported by a composite of 4.05.

Relative to the findings, from an article Vincent (2012) to assess a restaurant they have implemented to reduce energy, use conserve water, recycle, or reuse products to keep them out waste stream, eliminate harmful toxins from our air and water overall, to reduce carbon footprint.

Table 9 Green Marketing Practices of Japanese Restaurants in terms of Promotion.

Criteria	Manager WM VI		Staff WM VI		Customers WM VI		Composite WM VI		Rank
1. Use Eco-friendly packaging ie reusable, refillable containers etc. to contribute consumers awareness of the green alternatives.	5.00	HP	4.20	HP	4.06	P	4.42	HP	1
2. Use recycled paper for flyers, mails and other printed materials	4.50	HP	4.35	HP	3.38	P	4.07	P	5
3. Encourages consumers purchase decision via advertisement promotion.	5.00	HP	4.15	P	3.26	P	4.13	P	3
4. Processing and displaying a green certification LED Green Restaurant	4.75	HP	4.00	P	3.56	P	4.10	P	4

Association										
5. Participate in activity to promote health and wellness	5.00	HP	4.25	HP	3.68	P	4.31	HP	2	
Overall Weighted Mean	4.85	HP	4.19	P	3.59	P	4.21			

- 5 5.00-4.20- Highly Practiced (HP)
- 4 4.19-3.40- Practiced (P)
- 3 3.39-2.60- Moderately Practiced (MP)
- 2 2.59-1.80- Least Practiced (LP)
- 1 1.79-1.00- Not Practiced (NP)

As presented by the data on Table 9, The Management believed that all indicators are “Highly Practiced” as revealed by their findings of 5.0, 4.50, 5.0, 4.50, 5.0, 4.75 and 5.0 having an overall mean of 4.85, verbally interpreted likewise.

On the other hand, the staff rated “Use Eco- friendly packaging i.e reusable, refillable containers etc. to contribute consumers’ awareness of the green alternatives,” “use recycled paper for flyers, mails and for other printed materials,” which they rated as “Highly Practiced;” and “encourages Consumers” purchase decisions via Advertisement, promotion,” and “Processing and displaying green certification” LED Green Restaurant Association” as “Practiced” with computed mean values of 4.14 and 4.00, respectively with an overall mean of 4.19 verbally interpreted as “Practiced”

On the other hand, Customers believed that the green marketing promotions are “Practiced” as revealed by their ratings of 4.06, 3.38, 3.26, 3.56 and 3.68 for all indicators having an overall mean of 3.59 verbally interpreted likewise.

Summarily, two indicators were rated as “Highly Practiced” with an obtained mean value of 4.42 and 4.31meanwhile the three others were rated as “Practiced” as evidenced by a weighted mean of 4.07, 4.13 and 4.10, respectively and this resulted to a grand mean of 4.21 verbally interpreted as “Highly Practiced”

Although indicators were found to be Practiced, it revealed in the data that “Use renewable and recyclable material” came out to be the lowest indicator as supported by a composite of 4.05.

It implies that the result of this study may suggest that in reality customers perceived green image of the restaurant can mainly affected.

The findings jibe with Thulasimani (2012) who observed that green advertising is divided into three categories: First ads referring to the relationship between a product service and the bio physical environment. Second promote a green lifestyle by focusing on a product service. Third present and corporate image of environmental responsibility.

Table 10 Green Marketing Practices of Japanese Restaurants in terms of Place

Criteria	Manager WM VI		Staff WM VI		Customers WM VI		Composite WM VI		Rank
1. Use energy led lights instead of incandescent bulbs	5.00	HP	4.17	P	4.08	P	4.42	HP	4
2. Add extra information to the consumers when ordering and ready to place orders in the store	5.00	HP	4.30	HP	4.28	HP	4.53	HP	2
3. Evaluate product information and responsibility on the point of purchase to influence consumers attitude before make order in the restaurant.	4.50	HP	4.40	HP	3.78	P	4.23	HP	5
4. Create awareness for green conscious consumers to have better options for them to purchase the products.	5.00	HP	4.50	HP	3.93	P	4.48	HP	3
5. Install containers specific to waste by means of colors, labels and symbols.	5.00	HP	4.60	HP	4.13	P	4.58	HP	1
Overall Weighted Mean	4.90	HP	4.40	HP	4.04	P	4.45	HP	

Legend:

- 5 5.00-4.20- Highly Practiced (HP)
- 4 4.19-3.40- Practiced (P)
- 3 3.39-2.60- Moderately Practiced (MP)
- 2 2.59-1.80- Least Practiced (LP)
- 1 1.79-1.00- Not Practiced (NP)

On green marketing practices as to place, the manager rated all indicators as “Highly Practiced” as shown by the obtained mean values of 5.0, and 4.50 with an overall mean of 4.90.

However, the staff perceived that green marketing practices on place is “Highly Practiced” as reflected by their ratings of 4.30, 4.40, and 4.50. One indicator “Use energy led lights instead of incandescent bulbs” was rated as Practiced with a weighted mean of 4.08 and having an overall mean of 4.40.

On the other hand, customers rated “Add extra information to the consumers when ordering and ready to place orders in the store” as “Highly Practiced” with a weighted mean of 4.28. The “Use energy led lights instead of incandescent bulbs” “Evaluate product information and responsibility on the point of purchase to influence consumers attitude before make order in the restaurant” “Create awareness for green conscious consumers’ to have better options for them to purchase the products’ and “Install containers specific to particular type of waste by means of colors, labels and symbols” as supported by a weighted mean of 4.08, 3.78, 3.93 and 4.13 respectively. This resulted to an overall weighted mean of 4.04 interpreted likewise.

Summarily, all indicators obtained a weighted mean value of 4.42, 4.53, 4.23, 4.48, and 4.58 and combining all values yielded a grand mean of 4.45 verbally interpreted as “Highly Practiced”.

Although indicators were found to be Practiced and Practiced, it revealed in the data that “Use renewable and recyclable material” came out to be the lowest indicator as supported by a composite of 4.05.

Relative to the findings, Jeong (2015) Restaurant can inspire customers to structure a mental image of a particular restaurant greenness. Furthermore, this constructed image can assist customers in developing positive attitude toward the restaurant which would ultimately affect customers dining decisions.

Table 11 Summary Table on the Green Marketing Practices of Japanese Restaurants

Criteria	Manager WM VI		Staff WM VI		Custome WM VI		Composite WM VI		Rank
1. Product	4.70	HP	4.3 2	HP	3.5 4	P	4.1 8	P	3
2. Price	4.55	HP	4.0 5	P	3.7 7	P	4.1 2	P	4
3. Promotion	4.85	HP	4.1 9	P	3.5 9	P	4.2 1	HP	2
4. Place	4.90	HP	4.4 0	HP	4.0 4	P	4.4 5	HP	1
Overall Weighted Mean	4.75	HP	4.2 4	HP	3.7 4	P	4.2 4	HP	

Legend:

- 5 5.00-4.20- Highly Practiced (HP)
- 4 4.19-3.40- Practiced (P)

- 3 3.39-2.60- Moderately Practiced (MP)
- 2 2.59-1.80- Least Practiced (LP)
- 1 1.79-1.00- Not Practiced (NP)

As can be gleaned from the summary table, Management assessed all indicators as “Highly Practiced” as supported by a weighted mean of 4.70, 4.55, 4.85, and 4.90, respectively having an overall mean of 4.24 verbally interpreted likewise.

For the staff assessment, the product, and Place were rated as “Highly Practiced” yielding a weighted mean of 4.32 and 4.40. While the green marketing practices as to “Price” and “Promotion” were rated as “Practiced” with an obtained mean of 4.05 and 4.10. This resulted to an overall weighted mean of 4.24 interpreted as “Highly Practiced.”

Meanwhile, the customers assessed all indicators as “Practiced” with an obtained mean of 3.54, 3.77, 3.59, and 4.04, respectively and resulted to an obtained an overall mean of 3.74.

Combining these values yielded a grand mean of 4.24 verbally interpreted as “Highly Practiced”.

Product and Price rated as lowest. Restaurants need to know their customers and know what their interests are to make the most of their green initiatives. Customers place a high importance on food quality, price, and restaurant appearance. Customers also believe that they are knowledgeable about green practices, want restaurants to use local and organic products, when possible, but unfortunately are not as willing to pay large premium price to help encourage restaurants to implement green practices.

Although indicators were found to be Practiced and Practiced, it revealed in the data that “Use renewable and recyclable material” came out to be the lowest indicator as supported by a composite of 4.05.

This coincides with Chen (2013) who mentioned and suggested in his study that the green restaurant that provide green food on these menus such as organic, local, and sustainable food restaurants should integrate green practices.

Table 12 Significant Difference in the Assessment of the Groups of Respondents

Sources of Variation	SS	DF	MS	F Ratio	LoS	CV	Decision	VI
Between	4.25	2	1.0822					
				29.2245	5%	4.26	REJECT Ho	Significant
Within	0.5411	9	0.03703056					

As shown in the table, the means, and the verbal interpretation of the respective variables, as depicted in Table 12, are indicated. The critical F ratio is 4.26 when the degrees of freedom between is 2 and the degrees of freedom within is 9.

At 5% level of significance, we found out that the computed F ratio is 29.2245. The critical F value is less than the computed F value. This implies that we have to reject the null hypothesis.

This means that there is a significant difference on the assessment made by the three groups of respondents in terms of the variables.

The nature of restaurant operations on food production and waste consumption, to be the most important green practices for protecting the environment.

Table 13 Post Anova as to 4'Ps

Sources of Variation	SS	DF	MS	F Ratio	LoS	CV	Decision	VI
				PRODUCT				
Between	4.25	2	1.0822					
				29.2245	5%	4.26	REJECT Ho	Significant
Within	0.5411	9	0.03703056					

Sources of Variation	SS	DF	MS	F Ratio	LoS	CV	Decision	VI
				PLACE				
Between	4.44	2	1.0822					
				24.4127	5%	3.89	REJECT Ho	Significant
Within	0.3741	12	0.03831					

Sources of Variation	SS	DF	MS	F Ratio	LoS	CV	Decision	VI
				PRICE				
Between	4.12	2	0.78075					
				24.1643	5%	3.89	REJECT Ho	Significant
Within	0.3123	12	0.03231					

Sources of Variation	SS	DF	MS	F Ratio	LoS	CV	Decision	VI
				PROMOTION				

Between	4.21	2	1.986					
				36.6714	5%	3.89	REJECT Ho	Significant
Within	0.7944	12	0.0541					

Table 13 depicts the table of significant difference on the assessment of the green marketing practices of Selected Japanese Restaurant in Manila in terms of PRODUCT.

As shown in the table, the critical F ratio is 3.89 when the degree of freedom between is 2 and the degree of freedom within is 12. At 5% level of significance, we found out that the computed F ratio is 15.9064. The critical F value is less than the computed F value. This implies that we must reject the null hypothesis.

This means that there is a significant difference in the assessments made by the three groups of respondents in terms of PRODUCT.

The table of significant difference on the assessment of the green marketing practices of Selected Japanese Restaurant in Manila in terms of PRICE.

As shown in the table, the critical F ratio is 3.89 when the degree of freedom between is 2 and the degree of freedom within is 12. At 5% level of significance, we found out that the computed F ratio is 24.1643. The critical F value is less than the computed F value. This implies that we must reject the null hypothesis.

This means that there is a significant difference in the assessments made by the three groups of respondents in terms of PRICE.

As shown in the table, the critical F ratio is 3.89 when the degree of freedom between is 2 and the degree of freedom within is 12. At 5% level of significance, we found out that the computed F ratio is 24.4127. The critical F value is less than the computed F value. This implies that we must reject the null hypothesis.

This means that there is a significant difference in the assessments made by the three groups of respondents in terms of PLACE.

Table 13 depicts the table of significant difference on the assessment of the green marketing practices of selected Japanese Restaurant in Manila in terms of PROMOTION.

As shown in the table, the critical F ratio is 3.89 when the degrees of freedom between are 2 and the degrees of freedom within are 12. At 5% level of significance, we found out that the computed F ratio is 36.6714. The critical F value is less than the computed F value. This implies that we must reject the null hypothesis.

This means that there is a significant difference in the assessments made by the three groups of respondents in terms of PROMOTION.

Table 14 Problems Encountered by Japanese Restaurant

Criteria	Manager WM VI		Staff WM VI		Customers WM VI		Composite WM VI		Rank
		E		E		E		E	
1. Customers are not aware of green products and their importance to the environment and to their health.	4.00	E	3.39	E	3.55	E	3.65	E	6
2. Customers are not recognizing products that are labeled "green products" because they see labeling as a marketing gimmick.	3.75	E	4.00	E	3.65	E	3.80	E	3
3. Over emphasizing greenness rather than customers' needs can prove devastating for a product.	4.00	E	3.95	E	3.65	E	3.87	E	1.5
4. Customer's confusion regarding green or sustainable product claims	3.50	E	3.95	E	3.37	E	3.61	E	7
5. Customers prefer to satisfy their personal needs rather than caring for the environment	4.00	E	3.90	E	3.42	E	3.77	E	4.5

Criteria	Manager WM VI	E	Staff WM VI	E	Customers WM VI	E	Composite WM VI	E	Rank
6. Customers are not provided with information on the environmental effect of the products and they have no enough information while deciding which product to purchase..	4.00	E	3.6 5	E	3.65	E	3.77	E	4.5
7. Customers prefer to buy products that are less in product cost.	3.00	E	3.8 5	E	3.46	E	3.44	E	8
8. Green Marketing Practices lead to a high cost of food and beverage product	3.75	E	3.8 5	E	3.49	E	3.70	E	5
9. Management is not aware of the impact of green marketing on firm's competitiveness and performance	4.25	HE	4.0 0	E	3.36	E	3.87	E	1.5
10. Management is not improving the effectiveness of green	4.25	HE	4.0 5	E	3.16	E	3.82	E	2

marketing practices.									
Total Composite Mean	3.85	E	3.86	E	3.48	3.73	E		

- 5 5.00-4.20- Highly Encountered (HE)
- 4 4.19-3.40- Encountered (E)
- 3 3.39-2.60- Moderately Encountered (ME)
- 2 2.59-1.80- Least Encountered (LE)
- 1 1.79-1.00- Not Encountered (NE)

As presented by the data on Table 14, Managers believed that the problems “Customers are not aware of green products and their importance to the environment and to their health,” “Over emphasizing greenness rather than customer needs can prove devastating for a product,” and “Customers are not provided with information on the environmental effect of the products and they have no enough information while deciding with product to purchase,” “Customers prefer to satisfy their personal needs than caring for the environment,” “Customers are not provided with information on the environmental effect of the products and they have no enough information while deciding which product to purchase.”. all got a weighted mean of 4.0; while “Customers are not recognizing products that are labeled “green products” because they see labeling as a marketing gimmick,” and “Green Marketing Practices lead to a high cost of food and beverage product” both with a weighted mean of 3.75; “Customer’s confusion regarding green or sustainable product claims,” Customers prefer to satisfy their personal needs than caring for the environment,” (3.50); and “Customers prefer to buy products that are less in product cost” got an obtained mean of 3.0 were all rated as “Encountered.” Both indicators “Management is not aware of the impact of green marketing on firm’s competitiveness and performance” “Management is not improving the effectiveness of green marketing practices” were rated as “Highly Encountered” with an obtained mean of 4.25. This resulted to an overall mean value of 3.85 verbally interpreted as “Encountered.”

On the other hand, the staff perceived the problems as “Encountered” as evidenced by their ratings of 3.39, 4.00, 3.95, 3.90, 3.65, 3.85, 4.00 and 4.05, respectively for all indicators with an overall mean of 3.86.

Similarly, the customers rated all indicators as “Encountered” as evidenced by a weighted mean of 3.55, 3.65, 3.65, 3.37, 3.42, 3.65, 3.46, 3.36 and 3.16. This resulted to an overall mean of 3.48 verbally interpreted as likewise.

Overall, the respondents assessed all the problems as encountered as evidenced by the obtained weighted mean values of 3.65, 3.80, 3.87, 3.61, 3.77, 3.44, 3.70, and 3.87, and 3.82. Combining all values yielded a grand mean of 3.73 verbally interpreted all indicators as “Encountered”

Table 14 Propose Intervention

Key Areas	Objectives	Activity	In- Charge	Budget	Performance Indicators
Product	✓ Promote	Corporate	Restaurant		100%

	and develop environmental practices ✓ To reduce environmental impact due to vehicle emissions for food transport and reduced potential food spoilage or damage	Environment Policy and Local Food Purchasing	Management Commissary		Completion Strictly Compliance in Café France QSCH Audit
Price	✓ To reduce internal and external environmental costs for disposal	Packaging Waste	Restaurant Management		100% Completion Strictly Compliance in Café France QSCH Audit
Promotion	✓ Save on material purchasing ✓ Reduced Material Costs Advertising ✓ Prefer healthy and environm	Product Recycling	Restaurant Management and Employees		100% Completion Strictly Compliance in Café France QSCH Audit

	ent friendly product				
Place	✓ This policy can be integrated to ensure that they are aware on what the business is doing to reduce its environmental costs for disposal	Environmental Information	Management Employees Customers	P 35,000	100% Completion Strictly Compliance in Café France QSCH Audit

The Restaurant needs to review and implement Corporate Environment Policy, Packaging Waste, Product Recycling, and Green Capability.

Proposed Corporate Environment Policy and Local Food Purchasing (Product)

Restaurant waste properly handled, using local products and saving food miles concept (avoid genetically modified food). Achieving sustainable food, and environmentally friendly products.

Proposed Packaging Waste (Price)

The management of packaging waste is an important financial and environmental issue for restaurants it encourages continuous improvement in products and services: Serves as strategic tool for cutting costs; the decrease in processed and packaged foods and promotes sustainable development.

Proposed Product Recycling (Promotion)

To take the green initiatives that are deemed most important minimizing harmful waste, participating recycling program recycling all resources that can be recycled, for example plastic, paper, cardboard boxes to reduced material costs advertising.

Proposed Environmental Information (Place)

Adopt and display an environmental policy for all employees and customers to follow this policy can be integrated to ensure that they are not wasting water or electricity as well.

CONCLUSIONS

As perceived by the selected groups of respondents the Management assessed all indicators as Highly Practiced. For the staff assessment, the product, and Place were rated as Highly Practiced. While Price and Promotion were considered only as Practiced. Meanwhile, the customers assessed all indicators as Practiced. Combining the assessment of the three groups of respondents as Highly Practiced Green Marketing was manifested.

The managers, staff and customers have different assessments on the extent of implementation of the green marketing practices in product and price.

The managers, staff and customers have similar encountered problems in the implementation of the green marketing practices. Management has to look into the following problems such as

- Over emphasizing greenness rather than customers' needs can prove devastating for a product.
- Management is not aware of the impact of green marketing on the firm's competitiveness and performance.
- Management is not improving the effectiveness of green marketing practices.
- Customers prefer to satisfy their personal needs than caring for the environment.
- The proposed mainstream program will in any way answer the problems encountered in the implementation of the green marketing.

In the light of the findings and conclusions, the following are the recommendations of the study.

Karate Kid Japanese Fast Food and Tempura Japanese Restaurant (Café France Corporation) shall establish and implement an environmental purchasing policy which specifies how the restaurant will meet the following requirements: Environmentally preferable products shall be purchased, Purchase shall be evaluated annually, Company should educate employees and suppliers about the importance of environmentally respectfully conduct and have environmentally preferred purchasing policy. Café France Corporation shall monitor its monthly energy track cost and consumption.

Run a staff training awareness session to encourage energy efficient behavior. It might be important to request an energy audit by the company

familiar with green practices to ensure that practices have been properly implemented.

Restaurant Managers should focus on improving the restaurant image to show that the company cares about the environment through conducting green practices. Restaurant Managers should train their employees to educate customers on recycling opportunities offered within the store by putting signs to inform customers on how they can participate in green practice to keep the environment clean.

Café France Corporation or the Management should provide environmental information display for guests with all current information on what the restaurant is doing to reduce its environmental impacts. Adopt and display environmental policy for all employees to follow. Ensure that they are accurately presenting ecofriendly products and services to consumers so that their reputation remains credible. Continue to innovate on the products centering in environmental practices.

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