

- Word Count: 5356

Plagiarism Percentage

15%

sources:

- 1 3% match (Internet from 24-Aug-2014)
<http://www.diva-portal.org/smash/get/diva2:327547/FULLTEXT01.pdf>
- 2 2% match (Internet from 11-Jan-2012)
http://upi-yptk.ac.id/Ekonomi/Vermeir_Sustainbale.pdf
- 3 1% match (Internet from 06-Jun-2008)
http://www.feb.ugent.be/fac/research/WP/Papers/wp_04_268.pdf
- 4 1% match (Internet from 11-Nov-2014)
http://scotholliday.com/uploads/2/9/5/2/2952155/hollidayscot_dissertation_version_oct_4_2011.pdf
- 5 1% match (Internet from 31-May-2016)
http://espace.library.uq.edu.au/view/UQ:351471/s42470676_phd_submission.pdf
- 6 1% match (Internet from 12-May-2013)
<http://www.scribd.com/doc/6943989/Motivating-Sustainable-Consumption>
- 7 1% match (Internet from 06-Mar-2012)
<http://eurochrie2010.nl/publications/91.pdf>
- 8 < 1% match (Internet from 03-Mar-2017)
http://www.kmice.cms.net.my/ProckMICe/KMICe2010/Paper/PG714_719.pdf
- 9 < 1% match (Internet from 13-Dec-2015)
<http://www.ijemr.org/wp-content/uploads/2014/10/Jin-et-al1.pdf>
- 10 < 1% match (publications)
[International Journal of Retail & Distribution Management, Volume 40, Issue 6 \(2012-05-12\)](#)
- 11 < 1% match (Internet from 03-Nov-2013)
<http://digitalcommons.nl.edu/cgi/viewcontent.cgi?article=1025&context=diss>

12 < 1% match (publications)
[Hu, H.-H., H. G. Parsa, and J. Self. "The Dynamics of Green Restaurant Patronage", Cornell Hospitality Quarterly, 2010.](#)

13 < 1% match (Internet from 29-Aug-2014)
<http://www.iimahd.ernet.in/assets/snippets/workingpaperpdf/10260621182012-12-08.pdf>

14 < 1% match (Internet from 20-Feb-2017)
https://espace.curtin.edu.au/bitstream/handle/20.500.11937/28758/213086_213086.pdf?isAllowed=y&sequence=2

15 < 1% match (Internet from 27-Mar-2017)
http://search.taylors.edu.my/final_pdf/journals/Vol8_Issue1/Vol8_1_Mar16_6_J4.pdf

16 < 1% match (publications)
[British Food Journal, Volume 114, Issue 7 \(2012-06-30\)](#)

17 < 1% match (Internet from 29-Jan-2015)
<http://emrbi.org/wp-content/uploads/2014/09/euromed-3-2010.pdf>

18 < 1% match (Internet from 17-Apr-2016)
<http://dergipark.ulakbim.gov.tr/ejer/article/download/5000070221/5000064846>

19 < 1% match (Internet from 04-Jan-2017)
<http://researchbank.rmit.edu.au/eserv/rmit:161404/Akter.pdf>

20 < 1% match (Internet from 29-Jan-2017)
http://hehp.modares.ac.ir/article_13037_a5ba587ee9177a229ba7cac5945d85ff.pdf

21 < 1% match (Internet from 28-Feb-2009)
http://www.psych.rochester.edu/SDT/documents/2006_HaggerChatHarris_ME.pdf

22 < 1% match (Internet from 18-Aug-2009)
<http://eprints.utm.my/4342/1/71899.pdf>

23 < 1% match (Internet from 04-Mar-2016)
http://phd.lib.uni-corvinus.hu/724/6/Vetone_Mozner_Zsofia_den.pdf

24 < 1% match (Internet from 12-Mar-2016)
<http://research.cs.queensu.ca/TechReports/Reports/2010-571.pdf>

25 < 1% match (Internet from 16-May-2016)
<http://eprints.utm.my/10020/1/HamedTaherdustMohammadiMFSKSM2009.pdf>

26 < 1% match (Internet from 26-Apr-2017)
<http://etds.lib.ncku.edu.tw/etdservice/detail?etdun1=U0026-1007201517424000&etdun10=U0026-2101201523552000&etdun11=U0026-1708201522113700&etdun12=U0026-1208201516224700&etdun13=U0026-1301201521311500&etdun14=U0026-0901201411045100&etdun15=U0026-0608201410353500&etdun16=U0026-2006201420153200&etdun17=U0026-2006201421262100&etdun18=U0026-0701201401230800&etdun19=U0026-1201201413265000&etdun2=U0026-2008201511132800&etdun20=U0026-0901201402101400&etdun3=U0026-0609201518590700&etdun4=U0026-0502201523394000&etdun5=U0026-1906201500220900&etdun6=U0026-1908201515371500&etdun7=U0026-1307201500393800&etdun8=U0026-1002201515335200&etdun9=U0026-1407201522285400&n=20>

27 < 1% match (Internet from 03-Apr-2014)
<http://www.tdx.cat/bitstream/handle/10803/125030/TJAR1de1.pdf?sequence=1>

28 < 1% match (Internet from 07-Feb-2014)
<http://stiba-malang.com/uploadbank/pustaka/RM/QUALITATIVE%20METHOD%20SAGE%20ENCY.pdf>

29 < 1% match (Internet from 15-Mar-2016)
<http://edepot.wur.nl/363187>

30 < 1% match (Internet from 14-Nov-2010)
http://www.gregory-otoole.com/bibliography/organization_951_1219418675.pdf

paper text:

The Acceptance of Sustainable Food Concept: A Qualitative Exploration in Stenden University Hotel, the Netherlands Sia Tjun Han, S.E., M.A. Wahyuniwati Wahyudi, M.Pd., M.M. Petra Christian University Surabaya, Indonesia Abstract As customers concern more about the environment, sustainable food demands which are locally produced, organic, seasonal, and vegetarian or semi-vegetarian increase. Besides,

Theory of Planned Behaviour (TPB) explains **that behaviour is** guided by

24

intentions with the factors of

attitude, subjective norm, and perceived behavioural control to

5

predict food choices; food purchasing habits and intake; and attitudes and preferences. Therefore, the research purpose is to examine customers' acceptance of The Netherlands restaurant implementing sustainable food concept using TPB. Data analysis of 10 semi-structured interviews shows that the customers of Restaurant NL are more likely guided by external factors of subjective norms: work related dine-in; others' encouragement to eat more healthy and more responsibly, as the intentions are to have sustainable benefits. Key words: Sustainability Concept in Food Industry; Planned Behavior; Dutch Cuisine Introduction As customers have more concern about the environment, the demand of sustainable food concept restaurant increases. Restaurateurs become eager to walk the extra miles toward sustainability of organic food, seasonal products, vegetarian or semi- vegetarian menu, and local production. Sustainability is becoming more popular and getting all the attention, trying to raise public interest to have more responsible consumption behaviour. Besides, escalating consumers' awareness

in sustainable food production and consumption raises the potential impact of sustainability considerations on consumer purchase decisions, and the potential role of sustainability as a product attribute in consumer's evaluation of products (de Boer et al., 2006). Sustainable consumption **is** based on **a**

2

decision making process that takes the consumer's social responsibility (animal welfare, environment, fair trade) into account in addition to individual needs (taste, price, and convenience) (Meulenber, 2003).

3

Besides, Theory of Planned Behavior (TPB) recommends that

a person's behavior **is** guided **by his** or **her intentions** (Ajzen, 2002). Factors **which**

9

influence intentions were

attitude, subjective norm, and perceived behavioral control. According to Ajzen (2002), **the**

5

stronger the intention, the more likely the behavior

25

is to occur. A previous research by

O'Connor and White (2010) was to determine Australian consumers' willingness to try functional foods and vitamin supplements

10

and to predict people's intentions to eat healthy. In this research, both researchers used questionnaires

to discover the participants' attitudes, subjective norms, and perceived behavioral control, using the TPB. The research also tries to

1

explore the customers' willingness to engage in free product trials. Another research

was conducted in Sweden using the TPB by Gummesson, Jonsson & Conner (1997).

1

This time the TPB was concluded to be useful to understand the

consumers' determinants of various food choices. Gummesson, et al., (1997) use the TPB

1

to study 11-16 years old Swedish children's intentions to consume on certain healthy versus unhealthy breakfast choices.

They determined that attitudes were primarily a good predictor of intentions. Furthermore, in some cases, the subjective norm could be used to predict intentions, and only in a limited number of cases they found that perceived behavioral control could predict intentions (Gummesson et al., 1997, p. 297).

1

Researches on the factors which influence decision-making and intention to buy or use have been done many times. The Theory of Planned Behaviour (TPB) proposes that one

person's behaviour is guided by his or her intentions (Ajzen, 2002). Factors in

9

the TPB which influence intentions are

attitude, subjective norm, and perceived behavioural control. Therefore,

15

the stronger the **intention**, **the** more likely **the**

behaviour is to occur. Ajzen's

Theory of Planned Behaviour (TPB) has been used in

20

researches about eating behaviour to predict food choices, food purchasing habits and intake, attitudes and preferences for organic food, and fair trade products consumption (Chen, 2007; Ma, 2007). There is no research that has been done until this research is being conducted to examine customers' acceptance of sustainable food concept implemented on an educational dining facility in The Netherlands. Therefore,

the purpose of this research is to understand customers' acceptance **of**

22

an educational dining facility implementing sustainable food concept in The Netherlands using the TPB. Numerous evidences showed that customers have become more concerned about the environment (Han, Hsu, & Sheu, 2009; Mohr &

Webb, 2005; Tilikidou, 2007). Other researches also concluded **that**

12

consumers do **not only prefer** eco-friendly **products**, they **are** even willing **to**

pay more (Coddington & Florain, 1993; Laroche, Bergeron, & Barbaro-Forteo, 2002; Ottman, 1992). This concern was responded by Albert Kooy by writing a book, The New Dutch Cuisine (Kooy, 2007). Since then, he introduced sustainable food concept to the public, which is also called the New Dutch Cuisine (NDC). The object of this research is Restaurant.NL located in Leeuwarden, a city in the north of The Netherlands, in the province of Friesland. It was established in 1987 as a real world learning restaurant within a hotel school by the name of Stenden University Hotel. In 2007, Albert Kooy started to be the Executive Chef of the Restaurant.NL with a new food concept. This restaurant offers Dutch menu combining 80% vegetables and fruits item with 20% meat product. Unlike any other restaurants, the main ingredients in the restaurant are preferably locally sourced, seasonally bound and organically produced. These combinations of commitments are the foundation of what the New Dutch Cuisine stands for. Running a restaurant had its own challenges, the same as any other business. One of the challenges is to fulfil the demand of the customers which meets their environmental and social responsibilities. Dining out is no longer only about enjoying the dinner, but also considering customers' environmental values. Even though costumers' interest in the sustainable food concept is growing, this does not guarantee that customers' acceptance on the New Dutch Cuisine would also be high. Moreover, there are also some concerns about reducing meat portion; the restaurant use only 20% meat instead of 80% in the menu. Thus, it could lower customers' acceptance toward this healthier food concept (Schulp, Kooy, & Cavagnaro, 2010). The biggest challenge of the restaurant is the number of customers they have. The main problem of this research is "How does the New Dutch Cuisine concept affect customers' intention to dine in Restaurant.NL?" with minor questions of: RQ1: How do customers perceive the food concept of Restaurant.NL? RQ2: What factors

in the Theory of Planned Behaviour influence **the intention** on dining in

5

Restaurant.NL the most? RQ3: What strategies can the Restaurant.NL implement to improve the acceptance of the food concept in order to attract more customers? Theories Sustainable Food Concept in the New Dutch Cuisine Sustainability is

defined as the process of ensuring that humanity “meets the needs of the present without threatening the ability of future generations to meet their own need” **(Brundtland Commission, 1987, p. 8).**

4

The

term actually refers to a movement of preserving **the earth’s resources** and creating **more social, economic, and environmental balance** **(Brundtland Commission, 1987).**

4

Hall and Vredenburg (2003) invented **the term Sustainable Development Innovation, referring to the idea that knowledge innovation is inclusive of the triple-bottom line—economic, social, and environmental values** **(Elkington, 1997).**

4

As we know that food patterns are rooted in its own culture, European people, especially north-western Europe, is known as a meat eating continent. However, recent studies show that there is growing appreciation to the vegetarian meals happening right now, in respect of the animal welfare (Hoogland et al., 2005). Responding this phenomenon, Restaurant.NL is a restaurant with a sustainable food concept of Dutch Culinary tradition with more healthy food (more vegetables and fruits, less meat), environmentally friendly product, seasonal menu, and the use of local ingredients. This New Dutch Cuisine is about respecting and preserving the Dutch culinary traditions, health, adoring freshness of the ingredients also purity of the food taste and sustainable eating, which plays as the central role. The NDC is also about the historical value of the dish in the Dutch Culinary, bringing back a lot of ingredients and recipe from the former colonized countries all over the world (Kooy, 2007). Restaurant.NL was the object of research by Cavagnaro & Gehrels (2009), which is being monitored for its change process. Their changes throughout the past 4 years are

reducing the portion size of meat, using **more vegetables, increasing the share of seasonal and local food & beverages, when possible organic and fair trade,**

7

avoiding the use of additives and flavouring agents, and the most important thing is the

return to and further development of Dutch culinary traditions

7

(Schulp et al., 2010). NDC concerns about the 3 basic levels of sustainability. For the planet, NDC promotes the awareness and commitment to use organic products, environmental friendly products, seasonal consuming, and limit excessive food miles travelled by the food. In term of people, NDC is committed to use local suppliers; concerned about public health, in this case their customers and the customers to be; and respects the Dutch culinary tradition by keeping the traditional food idea and serving it to be acceptable for International consumers. NDC also concerns about economic profit by reducing the cost of

meat and dairy purchase **and** substituting with **more** organic **vegetables and fruits.**

29

Theory of Planned Behaviour

Ajzen's 'Theory of Planned Behaviour' (TPB) model developed to understand **the influence of people's perceptions about their own control over the situation. These conceptual models are useful in understanding the structure of some intentional**

6

behaviour. TPB proposes that behaviour is directly influenced by intentions. Consequently, when

a person has **a strong intention to** complete certain **behaviour**, he or she **is more likely to**

5

execute this behaviour. The theory is comprised of three factors that affect intentions:

attitude, subjective norm, and perceived behavioural control (Ajzen, 2002). **Attitude refers** to a person's **positive** or **negative** beliefs **of**

14

certain behaviour. Subjective norm is a person's perceived social influence regarding behaviour. Perceived behavioural control is a person's perceived capacity to perform behaviour. According to Ajzen (2002), if

attitude, subjective norm, and perceived behavioural control are strong, **the intention**

19

will be strong, which will make the person to perform the given behaviour. The three factors are explain briefly as the following figure:

Attitude Subjective Norm Perceived Behavioral Control Intention Behavior Figure 2.

21

1:

Theory of Planned Behaviour (TPB) Source: **Ajzen** (2002) **Theory of Planned Behaviour** was widely **used in**

13

studies to explain and predict food related behaviour research. Results of these researches indicated

that attitudes, subjective norms, and perceived behavioural control were all positive predictors of intentions to

5

eat healthy foods (Louis et al., 2007; Gratton, Povey, and Clark-Carter, 2007; Hewitt and Stephens, 2007; Lautenschlager and Smith, 2007). In addition,

attitude was found to be the strongest predictor of intention with regard to

1

eating behaviour (Mahon, Cowan, and McCarthy, 2006; Chen, 2007; Lautenschlager and Smith, 2007). This is the reason for adopting

the Theory of Planned Behaviour by Ajzen (2002) as **the** predictor **of the** acceptance **of**

18

NDC. Understanding the reason and the purpose of the NDC concept can be a major influence for customers to dine at Restaurant.NL.

Dillon and Morris (1996, p4) explain **acceptance as the** demonstrable **willingness within** the user **group to** employ innovation **for the tasks it** was **designed to support**. In this research, **it**

8

is defined as the demonstrable willingness of the customers to understand, respect, use, commit to the

NDC concept of the Restaurant.NL. Research Method This research is a qualitative research in the forms of exploratory study to answer the how question and

a case study to investigate a contemporary phenomenon within its real-life context

11

(Yin, 2003), since this study is conducted to examine social and cultural phenomenon (Myers, 1997) about the concept of NDC in the context of sustainable food concept restaurant, to get better knowledge of customers' acceptance of sustainable food concept restaurant. In-depth interviews, using semi-structured questions were conducted. A series of questions were developed through the literature review on NDC concept, sustainable food concept restaurant, and the concept's acceptance. The respondents were 10 customers of Restaurant.NL and have background on food and beverage industry. The data were analyzed using content analysis, including behavioural, attitude,

subjective norms, and perceived behaviour control with the questions of

1

“what is sustainable food concept” and “how is NDC perceived”, as well as beliefs about perceptions of sustainable food concept held by others (friends, family, etc), beliefs about outcomes associated with frequent sustainable food consumption, and beliefs about control over consumption rates.

Results and Discussion Based on **the analysis of the interviews**

26

using TPB, the writer found the answers of the research problems as follows: RQ1: How do customers perceive the food concept of Restaurant.NL? Most of the interviewees could mention the keywords associated with sustainable food concept in Restaurant.NL, like the 80-20 rule, more vegetables, less meat, seasonal, organic, Dutch food and unique, as they agreed that the restaurant is sustainable in its food concept with no doubt of the concept improvement. This is the proof that the inner circle of the restaurant customers had been educated enough about the concept. All of them were aware that the restaurant serves Dutch food presented in a modern way, using new techniques, combining both ingredients and cooking methods from all over the world, especially from Asia, Africa and Middle East with seasonal ingredients which are advantageous and cheaper. The food is assumed to have correlation with the Dutch Culture. Interviewees explained how The Dutch always try to get the good quality in everything for the lowest price they could find. In addition, it is also good for the environment as it uses less fossil energy to grow vegetables, fruits and food ingredients which are naturally grown. According to the theory, sustainability is becoming more popular and getting all the attention, trying to raise public interest to have more responsible consumption behaviour. Escalating consumers' awareness

in sustainable food production and consumption raises the potential impact of sustainability considerations on consumer purchase decisions, and the potential role of sustainability as a product attribute in consumer's evaluation of products (de Boer et al., 2006). Further, sustainable

2

consumption **is** based on **a**

decision making process that takes the consumer's social responsibility (animal welfare, environment, fair trade) into account in addition to individual needs (taste, price, and convenience) (Meulenberg, 2003).

3

The findings are in line with the theories that the customers

of the restaurant **were already familiar with the concept of** sustainable **food** and also **the**

16

benefits of consuming it. They could recognize the concept as the menu is combined with new cooking techniques, but still the food concept follows the Dutch tradition of getting good quality with good prices. This can be categorized as sustainable consumption since the customers decided to have the concept with the concerns of the environment. The uses of locally grown, organic, seasonally bound and typical Dutch plants were recognized by most of the interviewees, in which the food is exceptional yet exciting. The dish is still fresh with a nice texture. To feed human beings with vegetables is taking less time to produce than meat, since it takes longer for animals to be ready as food than vegetables. Besides time, energy is another consideration of choosing vegetables; the energy needed to raise animals is a lot more than what is needed for growing plants. Animal welfares also need to be considered, for not to have the animals grown in the way that they are ill treated. The animals should not be over- harvested or over –fished, also not be taken when they are in the reproduction period. Besides, food patterns are rooted from culture, European people, especially from north-western Europe, are known as people in a meat eating continent. However, recent studies show that there is a growing appreciation to the vegetarian meals happening right now, in respect of the animal welfare (Hoogland et al., 2005). The findings are in line with the theory that the customers changed their mindsets from meat eating habit to more vegetable consuming because of the concerns of animal welfare and also energy and time saving. In terms of portion size, it was commented to be small compared with other restaurants by most interviewees. Expectation by the customers to see regular portion meat or fish should be grasped by the restaurant in general, and by Albert Kooy in particular. New customers were astonished or felt like being tricked with the portion. Therefore, the interviewees suggest the restaurant should be more flexible about the portion size. In fact, the restaurant needs to explain at the first time about the food concept, the portion size, and the reason of applying the concept to manage expectation. Because when the customers see the menu, the expectation comes. When the restaurant does not meet the customer expectation, they tend to be disappointed. Interviewees precisely said the word “surprising” to describe the experience which is sometimes good but sometimes not. Further, it needs more menu variations in some periods of time. Besides, the word “sustainability” is a name dropping in terms of marketing, since sustainability is not yet founded generally as a common term. RQ2: What factors

in the Theory of Planned Behaviour influence **the intention** on dining **in**

5

Restaurant.NL the most? Most of the interviewees came for business purposes. Few of them came for their own personal preference to adopt healthy life. Sometimes the restaurant' guests are also the hotel guests

and staff members from the university who dine in

28

this restaurant because of its easy access. Since most of the reasons to come to the restaurant are for business, they don't need to pay for the food by themselves. However, some of the interviewees deliberately come to Restaurant.NL with willingness to pay for their own meal, in which it is categorized as loyal customers of Restaurant.NL because that shows appreciation toward the food concept. Based on the previous researches, consumers do not only prefer eco-friendly products, they are even willing to pay more (Coddington & Florain, 1993; Laroche, Bergeron, & Barbaro-Forleo, 2002; Ottman, 1992). The findings are in line with the theories that the customers of the restaurant came to have sustainable food as eco-friendly products and showed the appreciation to pay more in order to get healthy food with sustainable food concept. Even though the menu is not particularly a vegetarian menu, some interviewees like to go there because of the vegetables menu. The way the food prepared and served is unique and different from other restaurants with better presentation, taste, value of money and Dutch menu. The food served in the restaurant is a combination of many ingredients and cooking methods from all over the world, such as: the flavour and aroma from the spices of Asia with the use of wok and Chinese cooking methods. Moreover, defining sustainability from one to other interviewees is diverse. The interviewees mentioned the key words of sustainability which are people, planet and profit with the expressions of "good for them" (human), "good living", "well of the planet", "living the earth without damaging", "people-profit-planet", "future generation", "natural resources", "permanence", and "better world". The interviewees consider the food concept of Restaurant.NL as a sustainable food concept. It is considered beneficial for personal, social, ecological and economic subjects. According to the theory, Pollan (2009) suggested that people should come back to the food which has relationships with people, health and environment. Besides, Salatin (2007) would suggest that "good" food in the end will rot. Both Salatin (2009) and Pollan (2007) also suggest eating only food that will rot. The findings are in line with the theory that the food served in the restaurant always follows that rule of good food, as the dominance of the food is vegetables that should be fresh every day and will rot before the day changes. The food concept will support the good living with the food which is good for humans and the planet, as people may save the planet by producing seasonal and natural food. In terms of personal benefits, the food concept gives benefits of health. Health issue

is one of the most important deliberations **of the food** concept. For **social**

23

benefits, restaurateurs can concern about others to use fair trade products, for example buying coffee, tea, or cocoa from reliable sources pays with fair prices to the farmers, so the farmers could have better standard of living. Meat

plays a very important role in the North America **and** European consumers.

27

Nevertheless, **in**

the Netherlands (FAO, 2004) this habit is because meat is considered to be nutritious and healthy. In fact,

the consumption of meat has already embedded in the Western culture (Elzerman et. al, 2011). This form of consumption is considered to be very un-sustainable and also unhealthy. This is the reason of New Dutch Cuisine promotes eating less meat and more vegetables. In Restaurant.NL, customers will not have large portion of meat with protein and carbohydrate dishes aside. Customers will be indulged with smaller meat portion (approximately 80 grams) that will be served as part of a dish. Kooy realized eating less meat is hard, but with combination of other items in the plate, the calories and nutrients will be sufficient. Eating fruits and vegetables, plus limited quantities of nuts and seeds is considered to be the most natural and healthy food for human as adopted from the theory by Pollan (2009). The environmental benefits from this food concept are taking consideration of the well being of nature to the highest level. This food concept is making balance for not exhausting the planet while consuming foods. Choosing reliable suppliers and local farmers is to show the appreciation and commitment to keep the food miles as low as possible to save fossil fuel for delivery. Taking care of the planet means to take care of livings on Earth. Numerous evidences showed that customers have become more concerned about the environment (Han, Hsu, &Sheu, 2009; Mohr & Webb, 2005; Tilikidou, 2007). The findings are in line with the theory as the findings show that customers of the restaurant decided to have sustainable food taken from local farmers in order to fulfil the environmental needs of saving fossil fuel for future generation because of short distance and to save planet from more pollution while delivering food. The economical benefits of this food concept are for producers, sellers, and consumers. For the producers, they will be appreciated with fair price. For the sellers, they will have the profit from making business with the consumers. For the consumers, they will get the quality that they pay. Buying seasonal products is always cheaper in the season, and that reduces the food cost. Using less meat by having less common cuts, with addition of large amount of vegetables is still profitable rather than serving the dish in a regular way. The price of organic vegetables will not be more expensive than regular portion of meat. Another economic benefit from this food concept is the use of local products. While buying local products, less fossil fuel is being consumed. The price of fossil fuel is almost impossible to be lower, which makes it more expensive when transporting products from far away distance. Besides, sustainable food is taken from the original countries as the raising awareness and interest in local economies, due to food costs and the increasing carbon footprint size of the food production chain (Pollan, 2009). This awareness brings Kooy to the commitment to use only local food product. He understands it is sustainable to get every single of these products from its own grower. But, the accumulated food miles of all the food products will be huge. This is the reason of choosing few particular food suppliers to provide him with the food products, as considered to be more sustainable. Discussing about subjective norms, other people supported the interviewees to dine at Restaurant.NL, and most of the interviewees mentioned families, friends and people who are doing business with the interviewees supported them to dine at Restaurant.NL. Some of the interviewees were already self motivated to live and to have healthy eating habit. This shows a good sign that the customers of Restaurant.NL buying intention are based on their subjective norms. Moreover, a research

conducted in Sweden using **the TPB** by **Gummesson, Jonsson& Conner (1997)** proves **that is useful** to understand **the consumers' determinants of various food choices**. As well, **Gummesson, et al., (1997)** used **TPB**

1

to study 11-16 years old Swedish children's intentions to consume on certain healthy versus unhealthy breakfast choices.

They determined that attitudes were primarily a good predictor of intentions. Furthermore, in some cases the subjective norm could be used to predict intentions, and only in a limited number of cases they found that perceived behavioral control could predict intentions (Gummesson et al., 1997, p. 297).

1

In this research, the findings show that using TPB, the exploration of the attitude can be done effectively with the results that the consumers were driven by the subjective norms to consume sustainable food, in which they got supports from others to eat more healthy and responsibly. Some also followed the subjective norm to have healthy eating habit.

These findings are in line with the idea by Gummesson et al. (1997) that

17

attitudes can be used effectively as good predictors of intentions to make decisions in consuming food as being driven more by subjective norms than perceived behavioral control. RQ 3: What strategies can the restaurant implement to improve the acceptance of the food concept in order to attract more customers? Further, to answer the third research question about how to attract more customers of the restaurant, the main problem that the restaurant struggles is occupancy. Some inputs from the interviewees can be use to help the restaurant. It is very obvious that the promotion is not effective enough to bring customers to dine at Restaurant.NL. The promotion effort is too limited or it focuses too much on the existing guests. There is no hotel or restaurant advertisement within the city of Leeuwarden. Restaurant.NL is not exposed and viewed as a restaurant from the outside world and it was viewed as a part of the school. Albert Kooy needs to improve his existence in culinary industry in order to give impact on the awareness of the Restaurant. He was famous for being top level chef with his concept and his book. He should go further with his food concept in the restaurant and explain it better to the public. A good way to start is to do some promotion on magazine or newspaper. Moreover, another feedback about the concept is about the local aspect of the ingredients, the restaurant should be more flexible about it. And then, the food arrival is too slow. This is because the dishes are sometimes too difficult for the students. The Practical Instructor should teach the students in a better and effective way. The school needs to create consistencies of service and food (product). When it comes about the service, sometimes customers feel overwhelming by the number of service givers standing there watching them eat. Restaurant.NL could use the technology to give better service to their customers. This can be done by utilizing the database from the customer profile, which can be gathered by the reservation department. By doing it this way, certain customers with special needs can be accommodated. The treatment will lead to customer satisfaction, and then loyal customers. Furthermore, Restaurant.NL needs to target local customers. First of all, the target is people who understand about the concept, since they would like to come and to appreciate the food concept by coming more often and adopting the concept of healthy eating habit for their own diet and also those who care about animal welfare. Secondly, people who live surrounding the restaurant/school should be targeted, not only because of easy access, but also because of good price for good quality of food. Thirdly, since by nature, women care more about their own health and their family's health, women are potential to accept the food concept more positively. Fourthly, business people, people with higher income and higher education level usually more concern about their own health, and this is supported by one of the interviewee's statement that many rich and highly educated persons tend to go to farmer market to buy organic vegetables and fruits. Fifthly,

the parents and family of the students must be potential customers to seek. Since they are visiting the students, they stay at the hotel of the school and dine in the Restaurant.NL. Finally, since the hotel school is located next to the NHL University and near with Van Hal University, people from those institutions are also potential to come having lunch or dinner in the restaurant. This is also supported by the cooperation between these two universities with Stenden University in many occasions and agreements. Conclusion In conclusion, the customers in the Restaurant.NL are sustainable consumers as they choose to have sustainable food because of the awareness of social responsibility, such as

animal welfare, environment, and fair trade, as an addition of individual needs of taste, price, and convenience.

3

The customers agree to adopt the sustainable food concept which is unique as the combination of new cooking techniques and ingredients all over the world, advantageous, and valuable in terms of saving time, money and energy. The intention of the customers is mostly driven by the external factor of subjective norms, including business purposes to dine in, others' encouragement to eat more healthy and responsibly in order to get sustainable benefits including personal, social and environmental benefits. The inputs for further application of the sustainable food concept to attract more customers are the improvement of advertisement, service speed, and flexibility of food portion and technology uses; and also setting up the locals to be potential customers. References Ajzen, I. (2002). Icek Ajzen: Theory of planned behaviour. Retrieved September 21, 2011, from <http://people.umass.edu/aizen/tpb.html> Cavagnaro, E. and Gehrels, S. A. (2009) Sweet and Sour Grapes: Implementing Sustainability in the Hospitality Industry—A Case Study. *Journal of Culinary Science & Technology*, Vol 7, issue 2&3, p. 1818 – 195. Chen, M. (2007). Consumer attitudes and purchase intentions in relation to organic foods in Taiwan: Moderating effects on food-related personality traits. *Food Quality and Preference*, 18, 1008-1021. Coddington, W., and P. Florain. (1993). Environmental marketing: Positive strategies for reaching the green consumer. New York: McGraw-Hill. Dillon, A. and Morris, M., (1996). User acceptance of information technology: theories and models. In: M. Williams (ed.), *Annual Review of Information Science and Technology*, Vol. 31, (Medford, NJ: Information Today). de Boer, J., Helms, M., Aiking, H., 2006. Protein consumption and sustainability: diet diversity in EU-15. *Ecological Economics* 59, 267–274. Elkington, J. (1997). *Cannibals with forks: The Triple Bottom Line of 21st Century Business*. USA: NewSociety Publisher. Hall, J. and H. Vredenburg. (2003). The Challenges of Innovating for Sustainable Development. *Sloan Management Review* Fall, pp. 61-68. Han, H., Hsu, L. T., & Sheu, C. (2010). Application of the Theory of Planned Behaviour to green hotel choice: Testing the effect of environmental friendly activities. *Tourism Management*. 31(3), 325-334. Hoogland, C. T., de Boer, J., & Boersema, J. J. (2005). Transparency of the meat chain in the light of food culture and history. *Appetite*, 45, pp. 15–23. Kooy, A. (2007). *The New Dutch Cuisine*. Zutphen, Kunstmag Laroche, M., J. Bergeron, and G. Barbaro-Forleo. (2001). Targeting consumers who are willing to pay more for environmentally friendly products. *Journal of Consumer Marketing* 18 (6): 503-20. Meulenberg, M. (2003). "Consument en burger, betekenis voor de markt van landbouwproducten en voedingsmiddelen". *Tijdschrift voor Sociaal Wetenschappelijk onderzoek van de landbouw*, 18(1), 43-56. Mohr, L., and D. Webb. (2005). The effects of corporate social responsibility and price on consumer responses. *Journal of Consumer Affairs*, 39 (1): 121-47 Myers, M. D., (1997). Qualitative research in information system. *MIS Quarterly*, 21(2), 241- 242. Ottman, J. (1992). Environmentalism will be the trend of the '90s. *Marketing News* 7 (December): 13. Pollan, M. (2009). *Food rules: An eater's manual*. New York: Penguin. Schulp, J.A., Kooy, A. and Cavagnaro, E. (2010), "Toward a sustainable F&B management- work in progress" Salatin, J. (2007). *Everything I want to do is illegal: War stories from the local food front*. Swoope, VA: Polyface.

Tilikidou, I. 2007. The effects of knowledge and attitudes upon Greek's pro-environmental purchasing behaviour. *Corporate Social Responsibility and Environmental Management*, 14 (3): 121 Yin, R. K. (2003). *Case study research: Design and methods* (3rd ed.). Thousand Oaks, CA: Sage.

1 2 3 4 5 6 7

30

8 9 10 11 12 13 14 15 16 17 18 19