Mixed Method: Employee and Consumer Perceptions on Green Institutional Dining Operations

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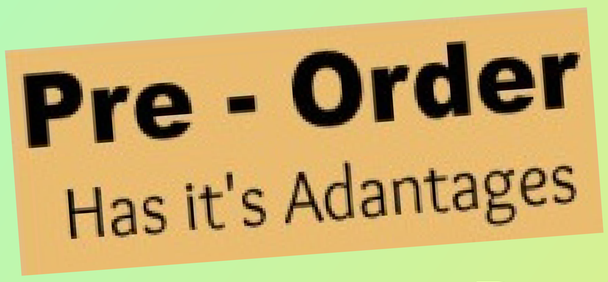
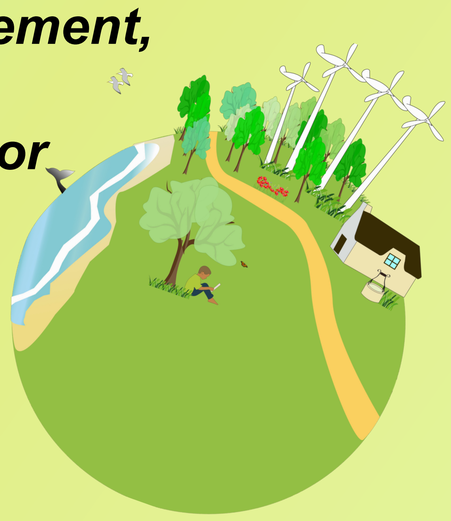




Introduction

The hospitality and catering industry faces mounting pressure to become more sustainable due to increased public awareness in environmental issues and climate change. However, there exists considerable gaps between ideology and practice, due to limited access to sustainably sourced produce, its premium cost, and general reluctance on utilizing advanced technology. Institutional kitchens struggle to balance sustainability with operational efficiency, while consumer preference prioritizes convenience over environmentally-friendly dining options. Existing solutions to sustainable dining include food pre-ordering apps and waste management technologies, but their consolidation is incomplete. This study explores these opportunities and challenges to help promote sustainable dining operations.

Objectives

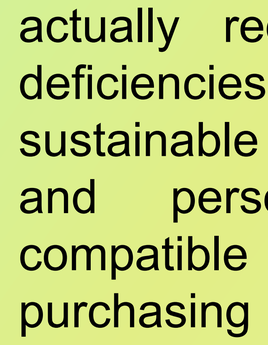
- Identify challenges and opportunities for sustainable institutional dining from chefs' perspectives.
- Evaluate real-world technological advancements in sustainable kitchen operations.
- Investigate consumer attitudes on environmental consciousness, personalization, and acceptance of dining app technology.
- Examine the impact of environmental consciousness and technology acceptance on purchase intention.
- Test the impact of personalization on user satisfaction in institutional dining.

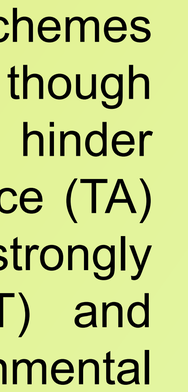
Methodology

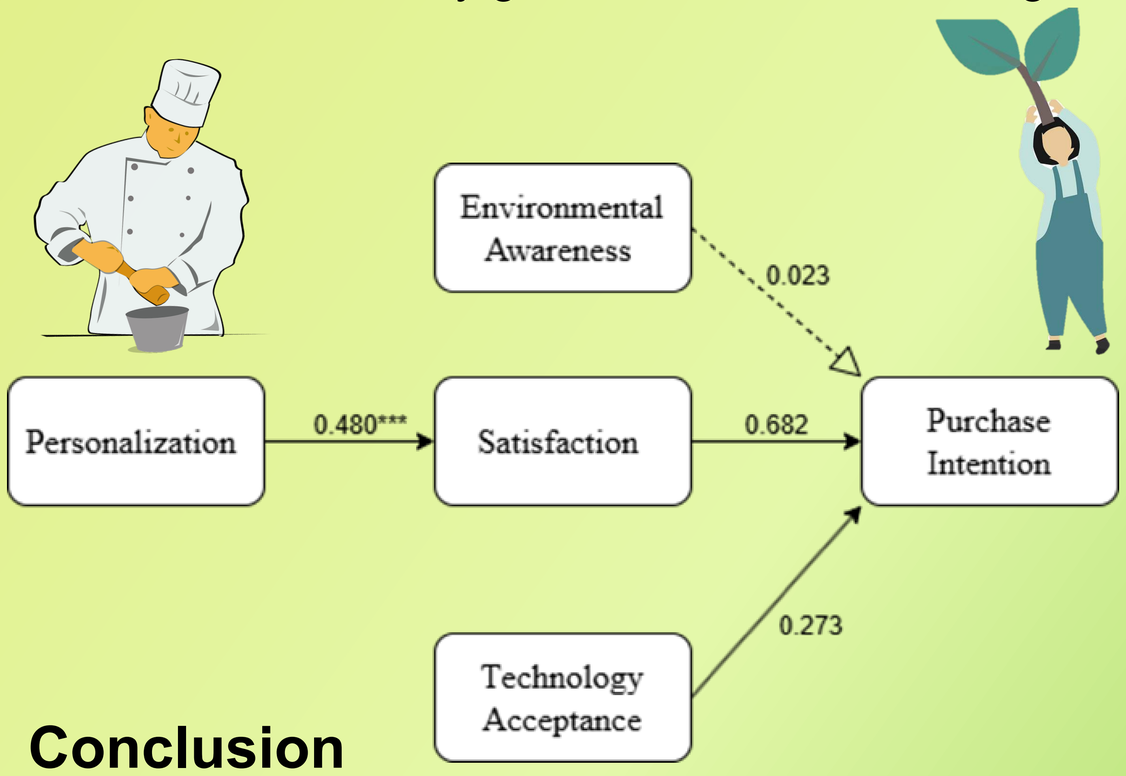
This study uses a mixed-methods methodology. Qualitative data were collected through interviews with 10 kitchen and service personnel at a large-scale production facility with more than 1,000 employees, focusing on sustainable practices, concerns, and use of technology in institutional dining. Quantitative data were gathered through questionnaires from 753 employees to measure environmental consciousness, technology acceptance, and job satisfaction. Correlation and regression statistical methods were used to look for associations between variables. The sequential design allowed qualitative understanding to inform quantitative measures toward an overall comprehension of sustainable dining dynamics.

Results

Key findings show that pre-ordering schemes actually reduce food wastage, even though deficiencies in employees' training hinder sustainable actions. Technology acceptance (TA) and personalization (PER) are strongly compatible with user satisfaction (SAT) and purchasing intention (PI). Environmental awareness (EA) does not particularly influence PI, showing that sustainability messages must be congruent with convenience. The interviews further introduced operational challenges such as irregular demand and resistance to change. This study highlights the need for integration of technology, training, and consumer-led designs to address sustainability goals in institutional dining.







Conclusion

This study highlights the potential of technology and personalization to enhance sustainability in institutional dining, provided that operational challenges such as staff training and consumer preferences are addressed. While environmental awareness alone may not drive behavior, integrating convenience with sustainable practices can improve adoption. The findings emphasize the need for holistic strategies combining technology, training, and user-centered design to bridge the gap between sustainability goals and practical implementation in the hospitality sector.