Using a Means-End Chain and Laddering Interviews to Investigate the Effect of Consumer Values on the Brand Position of Green Restaurants

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ABSTRACT

The rising of environmental awareness has changed consumer demands and value. One of the greatest challenges for green marketing of a restaurant presents on the introduction of Green Positioning to Consumer Decision. This study uses a means-end chain to investigate consumer awareness, decision-making processes, and personal values with regard to restaurant attributes. The results of the study show that consumers value the following green attributes in restaurants: taste, using recyclable or biodegradable products, local ingredients and energy conservation and carbon reduction. In terms of result benefits, consumers value feelings of health benefits, good environmental protection, increased consumption frequency, happy mood and ability to help the environment.

In value terms, consumers hope their choice of restaurant can improve their better relationships with others and happier life. The findings show that consumers with different awarenesses of the green attributes of restaurants have different decision-making processes. However, they share the same terminal value of "happier life". For restaurants, this provides the opportunity for green brand positioning. Restaurant operators can use decoration, menu choices, and services to attract their target customers.

Keywords: Green Brand Position, Personal Value, Means-End Chain, Laddering Interview Technique

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