

Fostering Environmentally Conscious Purchasing Through Ecological Promotion: How Gender and Ecological Awareness Play a Role at Pizza Hut

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ABSTRACT

The purpose of this research was to ascertain the connection between sex and their awareness of ecological issues in relation to purchasing decisions that promote sustainability, as well as the employment of environmentally friendly marketing strategies. In addition, this research endeavors to discover if ecological marketing can regulate the effects of both gender and ecological awareness on the encouragement of sustainable purchasing habits. One hundred participants were chosen for the study, all of whom had bought items from the Gajah Mada Medan branch of Pizza Hut while the study was being conducted; the exact number of respondents was not known. Purposive sampling was the method utilized in the selection of the sample. The findings of the study demonstrated that there was a substantial and favorable association between one's gender and their acceptance of green marketing strategies; that there was a considerable and favorable association between one's ecological awareness and their acceptance of green marketing strategies; that there was a substantial and favorable association between one's gender and their adoption of sustainable consumption habits; that one's ecological awareness had no bearing on their adoption of sustainable consumption habits; that there was a substantial and favorable association between the use of green marketing and the promotion of sustainable consumption; that green marketing was able to act as a mediator in the connection between one's gender and their engagement in sustainable consumption; and that green marketing was unable to act as a mediator in the connection between one's ecological awareness and their engagement in sustainable consumption.

Keywords: environmental knowledge, gender, green marketing, pizza hut, sustainable consumption

INTRODUCTION

Indonesia's economic advancement creates substantial prospects for business founders. Nevertheless, the expansion of the economy also heightens the competitive pressures between companies, necessitating the implementation of suitable strategies. The intensification of competition in today's dynamic business landscape calls for appropriate planning. A business's capacity to effectively promote its goods has a significant impact on its achievement of desired outcomes (Nainggolan et al., 2022). Businesses are typically expected to fulfill societal demands and ensure customer happiness with the items they offer (Nasution et al., 2024). Companies that prioritize consumers should consistently assess consumer requirements, desires, and preferred pricing to cultivate satisfaction, loyalty, and repeat purchases (Kevinli & Gultom, 2020).

The continuously evolving food and beverage sector is experiencing ongoing expansion by consistently introducing new advancements each year.

The food and drink sector is a dynamic industry that consistently sees expansion and the introduction of new ideas annually. Along with this expansion come new difficulties, most notably the creation of waste. Waste is a problem of great concern to many countries around the world, and Indonesia is one of those countries. According to figures released in 2023 by the Ministry of Environment and Forestry's National Waste Management Information System (SIPSN), the country had produced 31.9 million tons of waste as of July 2024 (Pristiandaru, 2024). Statistics provided by Sinaga (2023) also revealed that the city of Medan generates around 2,000 tons of waste on a daily basis, with approximately 800 tons being disposed of in landfills. The remaining amount, which is more than 1,000-1,200 tons, is very likely to go unmanaged. The rising volume of waste as a result of business growth and a general lack of awareness has led to the continued spread of various environmental and health concerns. As a result, it is important for F&B business owners to work together to protect the environment. Pizza Hut stands out as one F&B company that has created environmentally conscious improvements.

Pizza Hut Indonesia (operated by PT. Sarimelati Kencana) is a business involved in the quick-service restaurant sector, managing numerous locations across Indonesia, with a presence in Medan. Lately, Pizza Hut has observed a drop in customer buying activity, resulting in a decrease in the number of Pizza Hut restaurants (G. Pratama, 2024). Presented below is the financial statement of Pizza Hut (PT. Sarimelati Kencana Tbk) spanning the years 2020-2024, which is displayed in the subsequent table:

Table 1. PT. Sarimelati Kencana Tbk Financial Statement in 2020 – 2024

Year	Profit
2020	(93.519.909.374)
2021	60.769.825.439
2022	(23.456.287.257)
2023	(96.224.827.283)
2024	(72.835.122.806)

Source: PT. Sarimelati Kencana Tbk

Based on the data in Table 1, it is evident that PT. Sarimelati Kencana Tbk encountered financial deficits in 2020, 2022, and 2024. This situation arose from factors such as decreased revenue, fragile pizza containers/packaging, widespread boycott rumors, packaging that harms the environment, and a fall in the spending capacity of customers. Consequently, Pizza Hut should implement strategies to boost customer buying interest by addressing and satisfying their preferences.

As environmental harm becomes more recognized, sustainable consumption is a key subject. Businesses in the food and beverage sector need to come up with new ideas since people are now concerned not only with the nutritional value of products but also with production techniques that are both morally sound and ecologically beneficial. Sustainable consumption includes using resources and energy efficiently, as well as following fair and moral consumption habits that lessen detrimental effects on the environment and society (Fauzan et al., 2024). A number of businesses have made an effort to promote sustainable consumption, including using organic raw materials, creating recyclable packaging, and putting energy-efficient production techniques into place (Suryahanjaya et al., 2024). Gender, understanding of the environment, and green marketing by businesses can all have an impact on sustainable consumption.

Environmental problems have grown to be the main concern of various groups as the economy has grown quickly and worries about the environment have increased, and sales of environmentally friendly goods are still rising. As people have grown more concerned about environmental issues, their understanding of the environment has expanded. Many consumers are frequently interested in purchasing environmentally

friendly products if they are aware of the favorable effects that environmental knowledge has on these items (Pramesti & Harsoyo, 2024).

Promotional initiatives are vital within an organization as they not only persuade customers regarding the available products, but also dictate the corporation's triumph in navigating the competitive landscape (Siatama et al., 2023). To ensure that marketing approaches efficiently draw consumers in to opt for and procure the goods being presented, businesses need to hold their own against competitors both at a national level and on a global scale (Gunarsih et al., 2021). The concept of green marketing signifies an inventive approach that merges the responses to societal worries concerning the environment with the field of marketing. According to Hamid et al. (2023), ecological or sustainable marketing involves devising products and services, alongside marketing strategies, with the purpose of fulfilling consumer desires related to aspects like product excellence, functionality, cost-effectiveness, and user-friendliness, all while averting detrimental impacts on our planet. Investigations carried out by Pratama & Sarudin (2023) demonstrate that sustainable marketing exerts an impact on consumer buying choices, notably for items within the food and drink sector. Through ecological marketing practices, enterprises stand to gain advantages that surpass the straightforward creation of environmentally sound products; they will also foster confidence in the organization itself. Pizza Hut stands out as an instance of a business employing green marketing tactics. Pizza Hut opts for cardboard containers for encasing their pizzas, coupled with utilizing eco-conscious plastic receptacles for their pasta offerings. Nevertheless, dialogues with a selection of patrons have brought to light grievances pertaining to the pizza cartons readily succumbing to softening due to condensation, alongside being susceptible to harm and indentations. Moreover, the handling of paper waste in Indonesia continues to be significantly underdeveloped. Simultaneously, the employed plastic encasements are prone to breakage and exhibit challenges in terms of recyclability. This presents a conflict with Pizza Hut's endeavors in sustainable marketing, particularly given the less-than-ideal waste management infrastructure within Indonesia, culminating in substantial quantities of unprocessed paper waste that has the potential to trigger climate variations (Wastec International, 2024).

The inclinations and wants of shoppers exhibit a strong connection to gender. According to Azisah et al. (2020), gender refers to the social and cultural distinction between males and females, which is based on the socially accepted roles, actions, and traits of each sex and can vary. When it comes to how they allocate their funds on different items, men and women display different habits (Fitriani, 2019). As consumer purchasing behavior is distinct and personalized, it is possible that there are variances in the buying patterns of the sexes. This is relevant when it comes to purchasing food, because women tend to prefer sweets more often than men (Potoboda, 2020). Therefore, the choices people make when buying pizza can also be affected by gender.

This research project was launched in response to a gap that continues to exist in the available studies. The earlier reseonducted by Muhyidin et al. (2024) addressed how knowledge influenced sustainable consumption but did not specifically deal with the food and beverage sector. Schmidt & Huang (2022) research explored knowledge related to sustainable consumption in the food and beverage industry, yet it did not focus on Pizza Hut. Godin & Langlois (2021) investigated how gender affects sustainable consumption in their 2021 study; however, the food and beverage industry was not specifically addressed.

LITERATURE REVIEW

1. Sustainable consumption

Choosing goods with an eye on their environmental impact is a smart method to help take care of our planet. Zakiah (2022) says that consumption is when people use up the value of an item or service, either slowly or quickly, to satisfy their wants. Amaliah et al.

(2023), describe sustainable consumption as making sure today's consumers get what they need without messing up things for future people. Furthermore, Tunjungsari (2025) explains that being a sustainable consumer means buying in a way that keeps individual happiness, environmental health, and community well-being in check. With these expert ideas in mind, we can say that sustainable consumption means buying and using things in a way that doesn't harm the environment or society.

Amaliah et al. (2023) suggest that sustainable consumption can be seen through not buying too much, using resources responsibly to meet basic needs, and caring about the environment by thoughtfully buying, using, and getting rid of items.

2. Comprehension of Environmental Matters

The understanding of environmental issues enables consumers to recognize the potential for environmental conservation through their purchasing decisions. Jayasekara et al. (2024) described environmental knowledge as an understanding and consciousness regarding ecological challenges and their potential resolutions. Febriani (2022) definition explains it as a recognition of principles and ideas that aid in skill development, which helps people grasp and value the mutual connection between people, their traditions, and the natural world. Additionally, viewed environmental knowledge as a method for promoting mindfulness, viewpoints, moral principles, and responsible conduct when interacting with the environment to positively influence human actions. Drawing from these expert perspectives, we can infer that environmental knowledge involves being mindful of the interconnectedness of people and the environment, together with implementing solutions designed to safeguard it.

According to Jayasekara et al. (2024), the key indicators for measuring environmental awareness include global warming, depletion of marine life, and increases in sea levels.

3. Green marketing

Companies need marketing to build awareness among the population. As stated by Thoibah et al. (2022), the concept of green marketing includes implementing diverse actions, like altering products, modifying the manufacturing methods, updating packaging strategies, and refining advertising techniques. In addition Hamid et al. (2023), that companies use green marketing as a planned move to boost the overall health of people across the world, with an environmental focus. Also Jamal & Sunyoto (2024) say that green marketing, which is also referred to as environmental marketing, involves promoting products or services based on their positive effects on the environment. Based on the viewpoints of these specialists, it's reasonable to conclude that green marketing involves marketing goods or services by combining environmental concerns with overall human welfare. According to the markers of green marketing from Thoibah et al. (2022) are environmentally friendly products, locations, and promotion strategies.

4. Gender

When purchasing, individual preferences vary by gender. According to Dalimoenthe (2020), gender encompasses the assigned functions and obligations of both men and women. Also Shukla & Awasthi (2022) reported that that gender affects what customers buy because of the parts each gender plays in their surroundings and what they must do within those surroundings. Further, as stated by Aniqurrohmah (2023), gender involves splitting up the jobs, symbols, characteristics, and actions that are made up and grown

within a society. Based on these expert opinions, the conclusion is that gender refers to the duties and jobs given to people, which are shaped by society. The markers of gender from Shukla & Awasthi (2022) are various ways of thinking and the scale of the consumer market.

Based on the context and review of related literature presented earlier, this study's framework is structured conceptually as shown below:

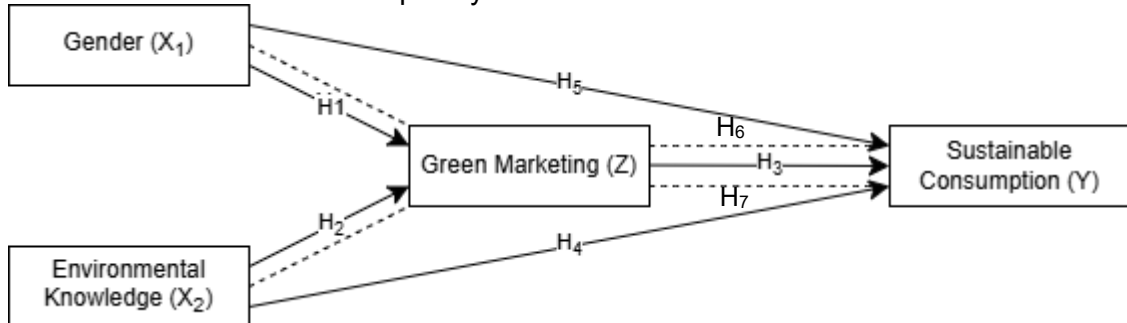


Figure 1. Framework

The hypotheses that will be tested in this research are:

- H₁: Green marketing is affected by gender
- H₂: Sustainable consumption is affected by environmental understanding
- H₃: Gender affects sustainable consumption
- H₄: Sustainable consumption is influenced by environmental knowledge
- H₅: Green marketing has an impact on sustainable consumption
- H₆: The connection between gender and sustainable consumption can be mediated by green marketing
- H₇: The impact of environmental knowledge on sustainable consumption can be mediated through green marketing

RESEARCH METHOD

This research was carried out involving patrons of the Pizza Hut outlet on Gajah Mada street in Medan, specifically located at Jl. Gajah Mada No.19, Petisah Hulu, Kec. Medan Baru, Kota Medan, North Sumatra 20151, spanning from August 2025 to September 2025. The group examined in this research included individuals who made purchases at the Pizza Hut location in Gajah Mada, Medan, within the specified timeframe, with the total count of individuals remaining unspecified. The selection of participants for this research followed the method outlined by Hair et al (2017), wherein the number of participants was determined by multiplying the number of indicators by a factor of 5 to 10. Given that this research contained 10 indicators, the resulting number of participants totaled 10 multiplied by 10, equaling 100 individuals.

This research employs numerical data. As stated by Syamsuddin et al. (2023), numerical research signifies an unbiased method of inquiry that involves acquiring and assessing numerical information alongside the utilization of statistical evaluation procedures. This research was executed through the administration of survey forms to patrons of the Pizza Hut branch in Gajah Mada, Medan, who constituted the research group. As stated by Situmorang & Pane (2024), a survey form represents a research instrument comprising a compilation of questions formatted with a uniform framework established in accordance with the investigator's requirements. The method employed for data acquisition was targeted selection. In accordance with Amruddin et al. (2022), targeted selection entails the deliberate selection of participants in alignment with the investigator's objectives. The standards implemented in this research pertained to Pizza Hut patrons at the Gajah

Mada branch in Medan who acquired items from Pizza Hut at that location during the research timeline.

All information obtained from participants will undergo evaluation and scrutiny utilizing analytical methodologies. The examination of data involves the utilization of both summary analysis and a thorough regression analysis encompassing multiple variables, undertaken with the purpose of gauging the strength of the correlation existing between a pair or more of variables.

RESULTS

Linear Regression Test

Table 2. Display of Multiple Linear Regression Analysis Outcome (Formula I)

Coefficients ^a			
Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	1,585	1,162
	Gender	1,002	0,050
	Environmental knowledge	0,273	0,032

a. Dependent Variable: green marketing

Source: research results, 2025

Table 3. Results of Multiple Linear Regression Analysis Outcome (Formula II)

Coefficients ^a			
Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	- 1,136	0,799
	Gender	0,186	0,077
	Environmental knowledge	- 0,005	0,029
	Green marketing	0,589	0,069

a. Dependent Variable: sustainable consumption

Source: research results, 2025

Referring to Tables 2 and 3 presented earlier, the subsequent linear regression formulas were determined, clarifying the interrelation between the examined variables:

Green marketing = 0.050 gender + 0.032 environmental knowledge

Sustainable consumption = 0.077 gender + 0.029 environmental knowledge + 0.069 green marketing

Test for Overall Significance (F statistical test)

Table 4. Test for Overall Significance (F statistical test) Results

ANOVA ^a			
Model		F	Sig
1	Gender and environmental knowledge towards green marketing	236,827	0,000
2	Gender, environmental knowledge, and green marketing towards sustainable consumption	214,919	0,000

Source: research results, 2025

In the provided table, the F test for model 1 revealed an F value of 236.827, coupled with a significance threshold of 0.000. When evaluating the significance threshold, the sig F value of model 1 is less than α (0.05). Consequently, gender and environmental knowledge are substantially related to green marketing. In the provided table, the F test for model 2 indicated an F value of 214.919, alongside a significance threshold of 0.000. Evaluating the significance threshold, the sig F value for model 1 is less than α (0.05).

Therefore, gender, environmental knowledge, and green marketing all substantially impact sustainable consumption.

Individual Parameter Significance Test (t-test)

Table 5. t-test outcomes (Formula I)

Coefficients ^a			
Model		t	Sig
1	(Constant)	1,364	0,176
	Gender	20,231	0,000
	Environmental knowledge	8,627	0,000

a. Dependent Variable: green marketing

Source: research results, 2025

H₁: Gender impacts green marketing

Based on the table provided, the gender variable registers a t-value of 20.231. The t-value surpasses the t-table benchmark of 1.98 ($\alpha = 0.05$). With a significance value of 0.00, which is less than the α value (0.05), it is reasonable to conclude that gender influences green marketing, leading to the acceptance of H₁.

H₂: Environmental knowledge impacts green marketing

The table above indicates an environmental knowledge variable with a t-value of 8.627. The t-value exceeds the t-table benchmark of 1.98 ($\alpha = 0.05$). Given that the significance value of 0.00 is less than the α value (0.05), it can be inferred that environmental knowledge affects green marketing, thus accepting H₂.

Table 6. T-test results (Equation II)

Coefficients ^a			
Model		t	Sig
1	(Constant)	- 1,422	0,158
	Gender	2,419	0,017
	Environmental knowledge	- 0,171	0,864
	Green marketing	8,512	0,000

a. Dependent Variable: sustainable consumption

Source: research results, 2025

H₃: Gender affects sustainable consumption

The t-value for the gender variable, as indicated in the table above, is 2.419. The t-value exceeds the t-table benchmark of 1.98 ($\alpha = 0.05$). Since the significance level of 0.01 is below the α threshold (0.05), it is inferred that gender plays a role in sustainable consumption, thus affirming H₃.

H₄: Environmental knowledge affects sustainable consumption

According to the table, the environmental knowledge variable's t-value is 0.171. It is noted that the t-value falls short of the t-table threshold of 1.98 ($\alpha = 0.05$). Given the significance level of 0.86 surpasses the α threshold (0.05), we deduce that environmental knowledge has no impact on sustainable consumption, leading to the rejection of H₄.

H₅: Green marketing influences sustainable consumption

Based on the data presented in the table above, the green marketing variable registers a t-value of 8.512. The t-value surpasses the t-table value of 1.98 ($\alpha = 0.05$). Considering the significance level of 0.01 is below the α value (0.05), the evidence suggests that green marketing does influence sustainable consumption, supporting H₅.

Coefficient of Determination (R²)

Table 7. Coefficient of Determination (R^2) results

Variable correlation	Adjusted R Square
Gender and environmental knowledge towards green marketing (Model 1)	0,827
Gender, environmental knowledge, and green marketing towards sustainable consumption (Model 2)	0,866

Source: research results, 2025

Based on the coefficient data in the table, the error values associated with each dependent variable (green marketing and sustainable consumption) are presented as follows:

$$\sqrt{1 - R1^2} = 1 - 0,683929 = 0,316071$$

$$\sqrt{1 - R2^2} = 1 - 0,749956 = 0,250044$$

The overall coefficient of determination is then computed from the calculated error influence.

$$= 1 - P_{e1}^2 - P_{e2}^2$$

$$= 1 - (0,316071)^2 - (0,250044)^2$$

$$= 1 - (0,0999) - (0,06252)$$

$$= 0,83758$$

The total coefficient of determination, as indicated by the results above, is 0.83758. This suggests that gender, environmental knowledge, and green marketing can account for 83.8% of sustainable consumption. The remaining 16.2% can be attributed to other factors not considered within the confines of this particular research.

Path Analysis

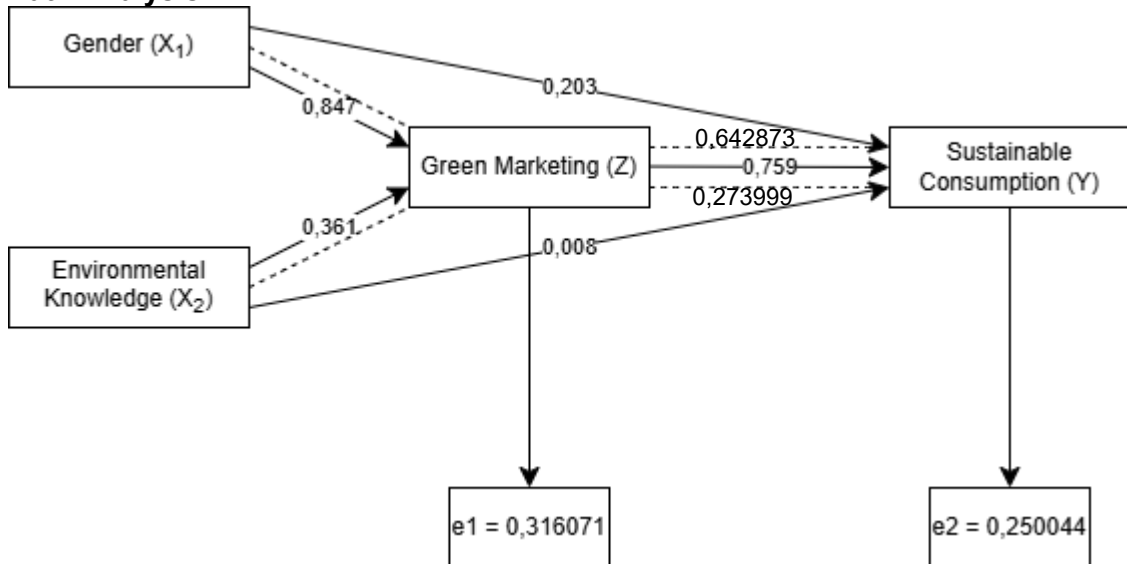


Figure 2. Results from Path Analysis

Source: Findings of the research, 2025

DISCUSSION

The Role of Gender in Shaping Green Marketing Practices

Upon reviewing the outcomes of the research, the investigation into hypothesis H_1 demonstrates that the path analysis yielded a regression coefficient of 0.847 concerning the effect of gender-related variables on green marketing approaches. This regression coefficient implies that elevating the gender variable correlates with enhanced green marketing efforts. The findings from the hypothesis testing revealed a t-value of 2.419.

The determined t-value surpasses the established t-table value of 1.98 ($\alpha = 0.05$), exhibiting a significance level of $0.00 < \alpha$ (0.05). The culmination of these results supports the acceptance of hypothesis 1 within this study, thus affirming the existence of a noteworthy and affirmative impact of gender on the sphere of green marketing. These observations align with the research conducted by Godin & Langlois (2021)

The Impact of Environmental Knowledge on Green Marketing Strategies

As evidenced by the research findings, the evaluation of hypothesis H_2 confirms that the path analysis determined a regression coefficient of 0.361 concerning the influence of variables related to environmental knowledge on green marketing practices. This regression coefficient suggests that intensifying variables associated with environmental knowledge contributes to the advancement of green marketing. The outcomes of the hypothesis testing process yielded a t-value of 8.627. This t-value exceeds the stipulated t-table value of 1.98 ($\alpha = 0.05$), demonstrating a significance level of $0.00 < \alpha$ (0.05). These results lead to the endorsement of hypothesis 2 in this study, thereby substantiating that environmental knowledge exerts a substantial and constructive influence on green marketing initiatives. These conclusions are consistent with the investigations conducted by Darga & Gali (2024)

The Connection Between Gender and Sustainable Consumption Behaviors

Drawing from the research data, the assessment of hypothesis testing H_3 substantiates that the path analysis generated a regression coefficient of 0.203 pertaining to the effect of gender-based variables on patterns of sustainable consumption. This regression coefficient signifies that amplifying the gender variable corresponds to an escalation in sustainable consumption practices. The hypothesis testing procedure generated a t-value of 2.419. The resultant t-value surpasses the predefined table t-value of 1.98 ($\alpha = 0.05$), indicating a significance level of $0.00 < \alpha$ (0.05). The convergence of these outcomes leads to the validation of hypothesis 3 in this study, thereby attesting to the reality that gender exercises a consequential and favorable effect on sustainable consumption habits. These discoveries are also concordant with the inquiries undertaken by Godin & Langlois (2021)

Environmental knowledge influences sustainable consumption

The regression coefficient for the influence of environmental knowledge on sustainable consumption, as determined by path analysis, is -0.008, according to the research findings and the investigation into hypothesis H_4 . This regression coefficient implies that an expanded understanding of environmental issues is associated with a decrease in sustainable consumption practices. Hypothesis testing revealed a t-value of 0.171. Given that this t-value is less than the t-table value of 1.98 (with $\alpha = 0.05$) and a significance level of $0.00 < \alpha$ (0.05), it is clear that hypothesis 4 is not supported by the data, suggesting environmental knowledge does not significantly impact sustainable consumption. These outcomes diverge from the discoveries reported by Schmidt & Huang (2022) dan Peña-Vinces et al. (2020)

Green marketing influences sustainable consumption.

According to the research findings and the examination of hypothesis testing H_5 , the regression coefficient for the effect of green marketing on sustainable consumption, derived from path analysis, stands at 0.759. This regression coefficient suggests that intensifying green marketing efforts correlates with a heightened impact on sustainable consumption patterns. The hypothesis testing process yielded a t-value of 8.512. With this t-value exceeding the t-table value of 1.98 (at $\alpha = 0.05$) and a significance level of $0.00 < \alpha$ (0.05), the study accepts hypothesis 5, demonstrating a positive and notable influence of green marketing on sustainable consumption. This conclusion aligns with the findings of Zhao et al. (2021)

Green marketing can mediate the relationship between gender and sustainable consumption

The investigation into hypothesis testing H_6 , based on the research findings, shows a regression coefficient of 0.642873, indicating the extent to which green marketing can mediate the relationship between gender and sustainable consumption, as determined through path analysis. This value is notably less than the path analysis result of 0.759 observed for the direct impact of the green marketing variable on sustainable consumption. As a result, hypothesis 6 is rejected, suggesting that green marketing does not effectively mediate the relationship between gender and sustainable consumption. These results do not concur with the conclusions drawn by Mubarokah & Rita (2020)

Green marketing can mediate the relationship between environmental knowledge and sustainable consumption

According to the research results, the examination of hypothesis testing H_7 reveals a path analysis result of 0.273999, indicating that the green marketing variable does not effectively mediate the relationship between environmental knowledge and sustainable consumption. This figure is smaller than the path analysis result of 0.759 that was found for the green marketing variable's impact on sustainable consumption. Therefore, hypothesis 7 is rejected in this study, showing that green marketing is not a mediator in the relationship between environmental knowledge and sustainable consumption. These results stand in contrast to the findings reported by Zhao et al. (2021)

The coefficient of determination (R^2) findings reveal that green marketing plays an intermediary role in the connection between gender and environmental understanding concerning sustainable consumption, demonstrated by a coefficient of determination value of 0.83758. This suggests that gender, environmental understanding, and green marketing account for 83.8% of sustainable consumption. The remaining 16.2%, however, is attributable to additional factors not covered in this investigation.

CONCLUSION

The outcomes of this research demonstrate that gender significantly and favorably influences green marketing, environmental understanding significantly and favorably influences green marketing, gender significantly and favorably influences sustainable consumption, environmental understanding has no influence on sustainable consumption, green marketing significantly and favorably influences sustainable consumption, green marketing can act as a mediator in the relationship between gender and sustainable consumption, and green marketing is unable to mediate the relationship between environmental understanding and sustainable consumption.

Pizza Hut can enhance environmentally conscious purchasing by integrating gender-sensitive and awareness-driven ecological marketing strategies. The company should develop targeted campaigns that appeal to both men's and women's environmental motivations—for example, highlighting sustainability benefits and community impact for female consumers, and emphasizing innovation and efficiency for male consumers. Strengthening transparency about eco-friendly practices, such as using biodegradable packaging, sourcing local ingredients, and reducing food waste, can build trust and credibility. Additionally, Pizza Hut could introduce "green menu" options and loyalty rewards for eco-conscious purchases to reinforce sustainable behavior. Through consistent communication and education across digital platforms and in-store

promotions, Pizza Hut can position itself as a leader in sustainable dining while nurturing long-term customer loyalty rooted in environmental responsibility.

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