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IREGE

INSTITUT DE RECHERCHE  
EN GESTION ET ECONOMIE



Rozenn PERRIGOT (CREM, Université de Rennes 1),

The role of franchisor know-how and support in encouraging pro-environmental behaviors among their franchisees

In spite of the increasing attention on environmental sustainability, there is a dearth of knowledge about franchisees' pro-environmental behaviors. Based on in-depth interviews with franchisees operating restaurants in the fast-food sector in France, this qualitative study examines how franchisor know-how and support favor pro-environmental behaviors among franchisees. The findings offer the first known model of pro-environmental behaviors of franchisees, based on an adaptation of Lülfs and Hahn's (2013) model of voluntary pro-environmental behavior of employees. The empirical evidence in this study shows how franchisees' pro-environmental behaviors can result from organizational and personal factors, thereby extending the theory of planned behavior (TPB), norm-activation-model (NAM) and organizational support theory within the franchising context. This study offers important implications for franchise practitioners in the fast food sector on how to create a more environmentally sustainable business model.

Keywords: Fast food, franchising, pro-environmental behaviors, theory of planned behavior, norm-activation-model, organizational support theory.

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12h30 – Salle 103 – Comodal

Participer à la réunion Zoom :

[https://zoom.us/j/99328444342?](https://zoom.us/j/99328444342?pwd=eDdpTWpKTDZHTTBzQ2xLdnqydUJFUT09)

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## Agenda

05/05/2022, Roxane FAVIER, Isabelle FROCHOT (USMB, IREGE), Destinations en surtourisme : typologie des réponses comportementales des communautés d'accueil

## Calendrier des séminaires

<https://urlz.fr/gvi5>

