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# Guest editorial: Sustainable growth and development in the food and beverage sector

Guest editorial

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The main reason for writing this Editorial on the Special Issue “Sustainable growth and development in the food and beverage sector” is to acknowledge the brilliant contribution of the researchers who have enriched the *British Food Journal (BFJ)* with their contributions. This Special Issue contributes to the literature on the advancement of technologies and their impact on individuals’ behaviours, measures to be taken for environmental protection and green consumption, extends research in the field of sustainable supply chain management, consumer perceptions and reactions to food products and provides various tools to manage individuals’ behaviours. Previous studies have already identified changes adapted to the environment. Consumers are becoming increasingly demanding and require their needs to be met as quickly as possible (Baker *et al.*, 2020). The literature also demonstrates the growing interest of digitalization in institutions, even affecting customer consumption (Zhuang *et al.*, 2021). Selby *et al.* (2021) claim that individuals with low levels of physical activity, poor diet and smoking tend to acquire higher risks on their adaptations. Another issue is the recent COVID-19 pandemic. This has resulted in numerous restrictions in daily life, including social isolation and lack of defined protocols (Jaworski, 2021). Individuals’ lifestyles have been modified, and they have had to adapt in order not to spread the virus. According to Ammar *et al.* (2020), food consumption and eating patterns were characterised as more unhealthy during confinement.

The current context is therefore a brilliant opportunity to delve into the social, political, cultural, economic and demographic behaviours and changes that are brought about by an environment of uncertainty, which is very sensitive (Chen, 2021). This special issue addresses the challenges of incorporating new technologies, their effects on food industries and people’s consumption. The conclusions drawn and the contributions made in the various papers are of particular interest to the academic community at large. It is also of interest to those responsible for defining new strategies. The academic literature is therefore enriched by an ecosystem based on the valuable contributions of the authors, the suggestions of the members of the Editorial Board, the considerations and comments of the reviewers based on constructive criticism and the associate editors. With all this, the aim is to give recognition to the researchers who have contributed in different ways to all these achievements.

## Contributors

The paper by Burcu Kör, Adriana Krawczyk and Ingrid Wakkee, relates the factors that influence food waste and the role of technology in tackling food waste in India and the Netherlands. Based on these statements, the research question of their study is: What are the factors that influence consumer food loss and waste reduction in India and the Netherlands? To address this question, they examined to what extent and in which ways can supporting consumers to minimize food loss and waste be achieved through four stages: (1) understanding and evaluating food loss and waste, (2) identifying the factors that influence food loss and waste, (3) understanding consumer behaviours to encourage food waste reduction and (4) identifying the technological impact that would reduce food waste. Their paper contributes to ongoing debates about food loss and waste by looking at the role of



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context and culture and by exploring the differences between developed and developing countries. Therefore, their paper draws the attention of food loss and waste policymakers, practitioners, and researchers to implement suitable food loss and waste prevention strategies in developing and developed countries.

The second contribution, by Nelson Geovany Carrión Bósquez, examines environmental protection has become one of the main concerns for consumers, which is why green consumption is an alternative to balance customer demand satisfaction and environmental protection. Despite the existence of different studies on green consumption, several questions remain unanswered, one of which is: why does environmental awareness not always lead to real purchases? This demonstrates a need to know the factors that influence this behaviour gap. Their research took as a basis constructs of the theory of planned behaviour and aimed to identify whether attitudes and subjective norms influence the green purchase intentions of Ecuadorian millennials; it also analysed whether the purchase intentions resulted in actual purchases, as well as the factors that influenced green purchasing inconsistencies. Their research determined that attitudes and subjective norms generate positive influence on the intentions of consuming organic products among university millennials of Ecuador. In turn, skepticism was determined not to be an influential factor in inconsistencies in green purchasing, but it generates significant influence on purchasing intentions. The availability of products correlates significantly with consumer habits, hinting that lack of products on the market may become a factor that influences this group of consumers to continue consuming conventional products, and their consumption habits continue to be oriented towards the consumption of products without ecological characteristics.

The next paper, by Po-Yi Hsu, Tangchung Kan and Edward C. S. Ku, examines the challenges facing tourism marketing, specifically traditional local cuisines. Their study contributes to the vacation destination marketing literature by moving from culture-focused research to a marketing-focused investigation of traditional local cuisines. It investigates how the aesthetics and responsiveness of traditional local cuisine providers affect tourists' revisit behaviours via place identity and perceived interactivity with traditional local cuisine providers. Their empirical research work supplements the significance of nostalgia in tourism destination marketing. From a theoretical perspective, they found that the traditional local cuisines of destinations affect tourists' destination decision-making. Their research sample focuses on promoting emotional connections between tourists and the experience of traditional local cuisines at the destination. They contribute to the destination marketing of traditional local cuisines from the perspective of nostalgia. The findings of this study provide interesting insights into how traditional local cuisine strategies affect tourists' behaviours. The results indicate that the aesthetics of traditional local cuisines are positively associated with place identity of traditional local cuisines for tourists and perceived interactivity with traditional local cuisine providers. It shows that the dining environment of traditional local cuisines should be aesthetically appealing; in addition, the destination government's tourism marketers should shape the destination's image with a nostalgic aesthetic to attract more tourists.

The next paper, by Ana Zorio and Renato Garzón Jiménez, investigates the relationship between the percentage return measured by the Cost of Equity and three sustainable variables – Carbon Emissions, Environmental Scores and Gender Participation – on the Board of Directors, taking into account a sample of listed firms from the food & beverage (F&B) sector. Their results contribute towards the achievement of the United Nations 2030 Sustainable Development Goals, specifically SDG 5 “Gender Equality”, SDG 12 “Responsible Consumption and Production”, which focuses on eliminating food waste from the food chain production process, and SDG 14 “Life Below Water”, as the reduction and elimination of plastic waste from the F&B sector, will surely have a positive effect on rivers, lakes and oceans.

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The contribution by Tian Zeng focuses on how packaging links products to consumers by delivering messages to promote healthy food consumption and reduce waste. Their paper aims to examine consumers' perceptions and reactions regarding eco-design packaging and the impact on consumers' food waste decisions. The findings revealed that consumers have several concerns in financial, physical, functional, temporal and social perspectives related to eco-design packaging. These concerns prevent them from using it to reduce food waste effectively. By structural equation modelling, we discover that consumers' perceived risks towards eco-design packaging influence their food waste decisions through their health-conscious and environmental awareness. It contributes to research on consumers' negative reactions regarding eco-design packaging and consumer food waste behaviour, which are currently underexplored in the literature. Their research highlights that the impact of consumers' perceived risk differs according to the dimensions considered on their food waste decision and was mediated by consumers' health-conscious and environmental awareness. Depending on the importance of risks perceived by consumers to specific eco-design packaging functions (e.g. functionality, sustainability), this packaging may or may not influence their food waste decisions. Hence, marketing managers should indicate the benefit regarding the functionality of the packaging instead of over-enhancing sustainable aspects. For public policymakers, it seems necessary to develop new eco-design packaging labelling systems and legislation for different food categories to reduce consumers' concerns towards eco-design packaging.

The next contribution, by Alba Yela Aránega, Rafael Castaño Sánchez and José Santiago Fernández, discusses that the resilience of employees of an orange harvesting company in order to reduce stress levels and increase the capacity for resilience in the working environment. The tools of Mindfulness and Outdoor Training have been used in order to create an awareness of personal purpose and role among the workers so that they may accept situations and deal with everyday conflicts. The manager of a resilience questionnaire designed by the authors together with an external assessment of the senior managers were used as a measurement model in order to generate a report made up of 30 items. The assessment questionnaire measures the overall trend which reveals a low or high capacity for resilience and tolerance to frustration. Their results show that the training has not only improved the overall capacity for resilience by 6.12% but has also been able to improve that of those age groups with more weaknesses, eliminating the gap that existed beyond individual differences. In conclusion, the capacity for resilience greatly influences business success. Workers who have learnt how to take on new challenges and adapt to new environments are more able to lead work teams and gain greater self-confidence in order to adapt to environments of uncertainty.

The study by Paulina Rytönen and Pejvak Oghazi focuses on the fact that rural entrepreneurship is often empirically motivated. Most research considers rural entrepreneurship to be different from other types of urban-based entrepreneurship because of its rootedness in rural resources. Their article challenges this view by focussing on the main concepts of entrepreneurship research and especially on innovations. Furthermore, they differentiate between entrepreneurship and self-employment, distinguishing between the main explanatory factors of entrepreneurship and those of self-employment. Thus, they identify conceptual gaps and linkages between three concepts, namely entrepreneurship, rural entrepreneurship and self-employment. Empirically, their research contributes to understanding how small rural industries emerge and develop over time, and how innovations and innovative behaviour can be understood. Their results confirm that focussing on innovations helps to answer the question of what rural entrepreneurship is and what it is not. The results indicate that rural entrepreneurship and rural self-employment interact and are interdependent in creating economic growth. Phenomenography was used to identify representative categories and to draw conclusions

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about how these are consistent with or different from dominant definitions of rural entrepreneurship and self-employment. The authors conducted semi-structured interviews, participatory workshops and compiled a database of all small-scale dairies established between 1968 and 2020.

The next research is realized by Verónica León Bravo, Federica Ciccullo and Federico Caniato. In their study, legitimacy-seeking approaches are investigated with the aim of characterizing the relationship between traceability systems and the sustainability strategies that are deployed along the coffee supply chain (SC). The coffee SC is selected for their study as it is a global commodity which is increasingly relevant to monitor the product quality and origin, and where the need to assure and communicate the sustainability of production, mostly located in developing countries is becoming an imperative. Multiple-case studies are selected in the coffee supply chain, composing a set of companies of different sizes, belonging to different supply chain stages and offering different product types (i.e. bulk vs speciality coffee). Results of the study characterize three types TS implemented in the coffee supply chain along with their corresponding levels of information breadth and depth. Moreover, three types of relationships between traceability and sustainability (i.e. synergistic, disconnected, complementary) are identified. Additionally, different legitimacy-seeking forms are found to be connected to a particular type of relationship between traceability and sustainability. Their study extends research in the sustainable supply chain management arena by including companies in different SC tiers, the different elements of traceability and the technology adopted. In addition, the study contributes to the debate regarding the relationship between traceability and sustainability by characterizing three types of relationships; that are influenced by the company size, volume and product type, and the legitimacy-seeking form. In addition, results of this study are of interest for practitioners for identifying the needs and potentialities of traceability according to their technological capabilities. Moreover, managers can find guidance for the choice of TS depending on their legitimacy-seeking purposes and the different needs to connect traceability with sustainability.

The study by Gurmeet Singh, Neale J. Slack, Shavneet Sharma, Asheefa Shaheen Aiyub and Alberto Ferraris focuses on the influence of service quality dimensions (food quality, physical environment quality and employee service quality) and brand image of fast-food restaurants on price fairness and its consequence on customer retention. They used a questionnaire with 331 total answers using the public intercept method. Data analysis involved performing confirmatory factor analysis (CFA) on the measurement model, followed by structural equation modelling. Their results are based on positive effect of restaurant service quality dimensions on price fairness and price fairness on customer retention. In addition, the results revealed that brand image strengthened the restaurant service-quality/price fairness interrelationship and that customer satisfaction partially mediated the price fairness/customer retention interrelationship.

The last contribution, by Ayşe Nil Tosun and Ayfer Ezgi Yılmaz, is related to the fact that Turkey is among the countries that heavily tax the wine industry. In their study, wine producers and importers were surveyed to test for the effects of demographic characteristics on participants' attitudes toward certain fees (excise tax, value-added tax, banderole fee, customs duty, resource utilization support fund and import authorizations) and how they affect the amount, quality, and charges related to domestically produced and imported wine prices. Their study establishes that, contrary to popular belief, decisions regarding wine production and import are not solely affected by a heavy tax burden. Other factors, such as the banderole, resource utilization support fund, ages of companies and respondents and authorizations required for import, which are not viewed as a heavy burden in monetary terms, also prove to be decisive. Future studies can also examine the effect of other

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socioeconomic factors, such as national income, growth, urbanization and other structural changes, on the wine industry in Turkey. Guest editorial

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