

IMPACT OF SUSTAINABLE MARKETING STRATEGIES ON THE SALES PERFORMANCE OF ORGANISED FOOD AND BEVERAGES OUTLETS IN BANGALORE

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Abstract: The initiatives of sustainability are introduced in the food processing industry to protect the planet by involving people in making a profit for the sustainability of the planet and mankind. These initiatives have to be integrated with the marketing strategies with a practical perspective, especially in food and beverage selling outlets in Bangalore. The main objectives of the study are to find out the impact of sustainable marketing strategies on the sales performance of organized food and beverage outlets in Bangalore. There are more than 1330 organized food and beverage selling outlets. There were 321 organized food and beverage selling outlets selected for the survey purpose as per the convenience of the researcher. All the 321 outlets were targeted to collect the data during the survey, which shows the response rate is 100%. It is found that the unique contribution of the variables of sustainable marketing strategies such as social responsibility, protecting the planet, advancing toward sustainable marketing orientation, promoting clean technology, sustainable brand positioning, online ordering and delivery, Ambiance and interior design, name & logo of brand, Unique selling proposition, having the goal of zero environmental impact, recycling of plastic and waste materials Social responsibility is influencing the sales performance of organized food and beverage selling outlets in Bangalore.

Key words: Sustainable, Marketing, Strategies, Food and Beverages, Sales, Bangalore

1. INTRODUCTION

Sustainability is a buzzword discussed on various platforms by academicians, industrialists, economists, and many others (Joris Aertsens et al. 2009). It becomes the need of the hour as it is operationalized beyond being responsible to the stakeholders and the environment. It is the triple bottom line, conceptualizing people, planet, and profit, and viewed from the economical perspective (Aertsens J, Mondelaers K, 2011). For making sustainability economical, a new era began in marketing by introducing sustainability into the marketing strategy as "sustainable marketing." In the past few years, the idea of sustainability has gained popularity and established itself as a key term in the field of environmental studies. There has been a rise in the emphasis on sustainability as a result of its inclusion in the majority of practices and activities across all sections of the food and beverage industry (Gottschalk, I. R., & Leistner, T. 2013). More than eighty percent of restaurants and hotels in Europe now adopt certain measures that keep the environment healthy, beginning with the design of the restaurant or hotel, continuing with the recycling of garbage, and culminating with the use of renewable electricity. The literature reviews also show that the concept of sustainable marketing per se, although, in recent years, increasingly analyzed from a

theoretical point of view, has not yet been subject to empirical exploration (Kalaiselvi S. and Mohanapriya S. 2013), and a comprehensive evaluation of sustainable marketing activities conducted by food and beverage selling retail outlets is a completely unexplored area (Denver, S., & Christensen, T. 2015). The concept of sustainable marketing is a relatively new subject area emerging in management literature in recent years, though with a paucity of research into the practices of food and beverage selling retail outlets. Therefore, it seems very important to adopt food and beverage selling retail outlets as a subject of research in the area of sustainable marketing. The study presented in the proposed paper focuses on food and beverage-selling retail outlets operating in the Bangalore food and drink industry (Chinnici G, Amico DM 2002). The reason for choosing this sector is the fact that the Indian food and drink sector is the largest manufacturing sector in the world (Janssen, M. 2018). To put it another way, they have ensured that life can continue as normally as possible. The food and beverage industry is one of the most significant industries that sustainability has had an impact on. "A cooperative network that blends various aspects to promote green, social, and financial advantage" is how the system of food sustainability is characterized (Krauss, A., Annunziata, A., & Vecchio, R. 2017). In addition to this, Ellen and Prisbery described it as "the system that offers healthy food at sound prices that meet the existing food demands with the least harmful impact on the environment and supports the national economy (Hwang, J. 2016). The sustainable marketing model customized by the business house is pragmatic to match the market dynamics such that responsible and green marketing concepts are amalgamated (Ahsansadiq, Rajeshwari B. 2105). The initiatives of sustainability are introduced in the food processing industry to protect the planet by involving people in making a profit for the sustainability of the planet and mankind. These initiatives have to be integrated with the marketing strategies from a practical perspective. Sustainable marketing is an important practice for meeting sustainable goals that prophecies that economies fail due to the failure of a healthy society and environment, and thus, the business houses are investing in social and environmental improvement for long-term profitably (Seconda, L., Péneau, S., et al. 2017). Sustainability is one of the major issues in the marketing strategy (Chekima, B., Oswald, A. I., et al., 2017) and is a key factor of innovation (Kapuge, K. D. L. R. 2016) and affects the organization's performance and stakeholders. Sustainability is a buzzword discussed on various platforms by academicians, industrialists, economists, and many others. It becomes the need of the hour as it is operationalized beyond being responsible to the stakeholders and the environment. It is the triple bottom line, conceptualizing people, planet, and profit, and viewed from the economical perspective (Mitsuoka, T. 2014). The vital role of government is significant in addressing the issues and challenges of the food processing industry of India. This research paper is an ongoing study that is in progress and is aimed at conceptualizing a sustainable marketing model. This model can be empirically tested for its acceptance by future researchers and academicians to monitor the sustainable marketing philosophy of the business houses in the long run. This observes the transition of marketing from ecology to sustainability (Buder, F., Feldmann, C., & Hamm, U. 2014). For making sustainability economical, a new era began in marketing by introducing sustainability into the marketing strategy as "sustainable marketing." The basic purpose was to embrace society and the environment and generate profit that meets the present requirement without compromising the future of the business (Padiya J. and Vala N. 2012). The article deliberates

the paradigm shift of marketing from responsible marketing that advocated social responsibility through corporate social responsibility to the concern shown toward protecting the environment as green marketing for the sustainability of the planet for the future generation and moved on to integrate the organizational triple bottom line. The food processing companies' contribution towards poverty is outstanding, but they must also include sustainable issues in their business operations that contribute to the protection of the environment (Annunziata, A., & Vecchio, R. 2016). From the perspective of marketing, it is the customers who are more concerned about sustainability in food processing products, such as food packaging, food waste, recycling of plastic, bottles, and cans, and water and energy conservation (Krishnakumare B, Niranjana S. 2017).

2. LITERATURE REVIEW

The contemporary business environment is undergoing dynamic changes nowadays. These refer not only to the most often researched ones, such as increased competition or the development of new technologies, but also include those related to increased pollution and the deterioration of the natural environment, global warming, as well as the changing bargaining power of company stakeholders (Lee, H., & Yun, Z. 2015). These changes have to be faced not only by certain nations or countries but also by businesses because these problems will not disappear just like that. India is the second-most populous country in the world, and a sizable portion of its people depend heavily on agricultural pursuits (Michaelidou N. and Hassan L. M. 2008). There is a growing trend for organic products today. In India, organic agriculture is not a replacement idea. These days, we all lead busy lives (Bryła, P. 2016). There has been a tendency towards conventional food items that are easily accessible in supermarkets, such as vegetables, fruits, dairy products, meat products, and so on, due to the scarcity of our time and changes in lifestyle, tastes, and preferences in dietary habits (Tejaswini B. A. 2013). Conventional meat and dairy products are those that come from animals that were developed with the use of antibiotics and growth hormones (Marian, L., Chrysochou, P., et al. 2014). Barriers hindering their access to new, greener technologies and limiting their involvement in social activities. Further, a less formalized strategic management approach in food and beverage selling retail outlets, fewer stakeholders, and a flatter structure make that food and beverage selling retail outlets, unlike large companies, lack a structure to integrate sustainability into marketing decisions (Apaolaza, V., Hartmann, P., et al. 2018). They also notice that the unclear payback that may be delayed and the lack of knowledge of the sustainable marketing tools that can be used tend to limit the expenditure of food and beverage selling retail outlets' limited resources on sustainability initiatives (Sinh, A., & Verma, P. 2017). Traditional vegetables and fruits are those that are cultivated by the application of fertilizers and pesticides. Initially, people did not consider the safety, quality, and effects that conventional or inorganic food products can have on their health (Massey, M., O'cass, A., & Otahal, P. 2018). Due to all the above-mentioned factors, it might be assumed that the company size could affect the implementation of sustainable marketing practices, as larger organizations have more available resources and receive greater environmental and social pressure than smaller organizations. Managers who work at organizations of different sizes should adopt different sustainable marketing activities (Tejaswini B. A. 2013). Therefore, different business sizes of

the organization have a different scope of sustainable marketing practices and the selection of sustainable marketing tools (Basha M. B. and Ramesh K. 2002).

3. SALES PERFORMANCE

(Radman., M. 2005) stated that organizational performance is a crucial element of business operations, which is measured in terms of sales revenue, profit, and market share (WijayaT, UtamaA, et al., 2016). It is determined by the extent to which resources are unique, invaluable, and difficult to imitate and replace (Prakash, G., Singh, P. K., & Yadav, R. 2018). Sales performance is a quantitative organizational performance indicator, which is also called turnover. (Bozga, N.-A. 2015) stated that the performance of organizations is an unavoidable phenomenon that tracks the advancement of interactions and engagements of organizational resources towards the achievement of organizational goals and objectives such as sales volume and revenue. (SquireL, Juric B, and Cornwell TB. 2001) stated that sales revenue is an element of sales performance that is arrived at by effective marketing strategies. According to Rimal AP and Moon W (2005), sales performance is a vital aspect of marketing activities achieved through the price element, which is the only revenue-generating element (Sujaya. H. 2020). This study focuses on studying the impact of sustainable marketing strategies on the sales performance of organized food and beverage outlets in Bangalore.

4. RESEARCH PROBLEM

Incorporating sustainable issues into marketing strategies becomes an absolute necessity for survival and building a competitive market advantage in the long term. With the introduction of the sustainability concept, the marketing discipline, which was focused in the past on traditional economic analysis, has been broadened by environmental and social considerations. Marketing must involve strategic decisions made at the organizational level, i.e., defining sustainable values and marketing objectives and making decisions with regard to designing sustainable marketing activities. Sustainability in organized food and beverage outlets has already been a subject of wider discussion over the past decades. However, the theoretical discussion and empirical research on sustainability and, specifically, sustainable marketing in food and beverage selling outlets is still not widespread. Stress that food and beverage selling retail outlets need particular attention when it comes to the implementation of strategies for sustainable development, as the business case is not the same as for large firms. The few studies that were run among food and beverage selling retail outlets suggest that these outlets implement sustainable strategies relatively slowly, and sustainable marketing is not yet deeply entrenched in the majority of them. Small firms are less willing than big companies to be sustainability "embracers." According to the authors, big companies are far more likely to have accepted sustainability as a permanent part of the business landscape and a fixture on the management agenda. This is because, on the one hand, food

and beverage selling retail outlets are not perceived as having a significant, negative impact on the environment. It should be noted that while these are small business units when taken separately, they have a huge impact on the environment when taken all together.

5. RESEARCH OBJECTIVES

1. To study the sustainable marketing strategies of organised food and beverage outlets through the literature review- a holistic approach.
2. To evaluate the influence of sustainable marketing strategies on sales performance of organised food and beverage selling outlets in Bangalore.
3. To provide suggestions for the improvement of sustainable marketing strategies on organised food and beverage selling outlets in Bangalore.

6. HYPOTHESIS

H01: There is no influence of sustainable marketing strategies on sales performance of organised food and beverage selling outlets in Bangalore.

H1: There is a significant influence of sustainable marketing strategies on sales performance of organised food and beverage selling outlets in Bangalore.

7. RESEARCH METHODOLOGY

The research uses descriptive analytical methods based on fieldwork, selected samples, and independent and dependent measurements. The hypotheses are developed to identify the significant relationship between the variables. The variables of sustainable marketing strategies and sales performance of organised food and beverage selling outlets in Bangalore for the empirical study are selected from a related literature review. The present research is descriptive and analytical in nature, which applies a regression model to understand the significant influence of sustainable marketing strategies with sales performance of organised food and beverage selling outlets. The intensive literature on sustainable marketing strategies was the base for study. Multiple regression analysis has been used to test the hypotheses framed. A structured questionnaire was developed to conduct a preliminary survey by selecting 321 organised food and beverage selling outlets on a random basis. Once the questionnaire achieved the reliability of the variables selected, the final survey has been administered.

8. SAMPLES FOR THE STUDY

In Bangalore, there are more than 1330 organized food and beverage selling outlets. There were 321 organized food and beverage selling outlets selected for the survey purpose as per the convenience of the researcher, for example, such as McDonald's, Domino's Pizza, Pizza Hut, Cafe Coffee Day, KFC, Subway, Burger King, etc. All the 321 outlets were targeted to collect the data during the survey, which shows the response rate is 100%.

9. DATA COLLECTION

Primary data

The first time data has been through a self-administered structured questionnaire, which was developed and asked to be filled out. Personal interviews were also done with respondents. A structured questionnaire was prepared containing These statements were rated on a five-point scale with scale agreements ranging from strongly disagree to strongly agree. "Strongly agree" was assigned a score of 5, "agree" a score of 4, "can't say" a score of 3, "disagree" a score of 2, and "strongly disagree" a score of 1 for conducting regression analysis.

Secondary Data

The following are the sources from which the secondary data was collected, such as information that has been gathered from selected peer-reviewed articles from bibliographic databases (Emerald, Sage journals online, Science Direct, Scopus, Taylor & Francis online, Web of Science, and Wiley (online library). Peer-reviewed journals were considered based on their knowledge validity and their highest impact on the research field. Online E-Sources, Published reports, journals, theses, magazines, research articles, newspapers, etc.

10. DATA ANALYSIS

R^2 measure the variation explained by the regression model is (.845^a) being high indicating model fits the data well. Significant of F change is less than 0.05 which indicates Employees sustainable marketing strategies have significant influence on sales performance of organised food and beverage selling outlets in Bangalore. 14 variables of the factors related to sustainable marketing strategies were used to predict sales performance of organised food and beverage selling outlets. The regression analysis shows that, the value of "R" indicates high degree of correlation co-efficient (.845^a) between sustainable marketing strategies and on sales performance of organised food and beverage selling outlets.

Table1: Shows influence of sustainable marketing strategies on sales performance of organised food and beverage selling outlets in Bangalore

Model Summary								
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate				
1	.845 ^a	.765	.767	.56405				
ANOVA ^b								
Model		Sum of Squares	df	Mean Square	F	Sig.		
1	Regression	277.825	14	17.965	56.089	.000 ^a		
	Residual	96.219	293	.398				
	Total	354.043	320					
Coefficients ^a								
Model				Unstandardized Coefficients		Standardized Coefficients	t	Sig.
				B	Std. Error	Beta		
1	(Constant)			.737	.199		3.617	.000
	Social responsibility			-.054	.045	-.071	-1.556	.015
	Protect the planet			-2.565	.622	-3.276	-4.043	.000
	Advancing toward sustainable marketing orientation			2.565	.657	3.232	4.076	.000
	Promoting clean technology			-2.798	.216	-3.598	-13.187	.000
	Sustainable brand positioning			3.244	.297	3.723	11.256	.000
	Online ordering and delivery			-.127	.023	-.174	-3.977	.000
	Ambiance and interior design			-1.126	.154	-1.323	-7.965	.000

Community engagement	.084	.176	.045	.219	.965
Name & logo of brand	.276	.143	.313	2.134	.046
Unique selling proposition	-1.766	.276	-2.165	-6.677	.000
Having goal of zero environmental impact	2.065	.193	2.565	10.367	.000
Sustainable Product Packaging	-.044	.034	-.007	-.076	.864
Recycling of plastic and waste materials	.544	.058	.534	10.157	.000
Social responsibility	.430	.048	.576	9.776	.000
a. Dependent Variable: Sales Performance of food and Beverage selling Retail Outlets					

Sales performance of organised food and beverage selling outlets =
 (.737) + (-.054* Social responsibility) + (-2.565* Protect the planet) +
 (2.565* Advancing toward sustainable marketing orientation) + (3.244*Promoting clean
 technology) + (3.244* Sustainable brand positioning) + (-.127* Online ordering and delivery)
 + (-1.126* Ambiance and interior design) + (.276* Name & logo of brand) +(-1.766* Unique
 selling proposition) + (2.065* Having goal of zero environmental impact) + (.544* Recycling
 of plastic and waste materials) + (.430* Social responsibility) + m.

Since the above regression model indicates the factors of sustainable marketing strategies are
 < than p value 0.05. Therefore, hypothesis statement. i.e, H1: There is a significant influence
 of sustainable marketing strategies on sales performance of organised food and beverage
 selling outlets in Bangalore, is accepted.

11. RESEARCH FINDINGS

The unique contribution of the variables of sustainable marketing strategies such as social
 responsibility, protecting the planet, advancing toward sustainable marketing orientation,
 promoting clean technology, Sustainable brand positioning, Online ordering and delivery,
 Ambiance and interior design, Name & logo of the brand, Unique selling proposition, Having
 the goal of zero environmental impact, Recycling of plastic and waste materials Social
 responsibility is influencing the sales performance of organized food and beverage selling
 outlets in Bangalore.

12. SUGGESTIONS

The outlets should host the events related to environmental sustainability. The outlets should team up with local organizations. The outlets should gather feedback and show off any green certifications. Recycling Adding vegan menu food options - The outlets should reduce restaurant food waste. They Finding alternative energy sources such as usage of batteries, etc. It is suggested that you implement energy-saving measures, such as LED lighting and energy-efficient kitchen equipment. It is suggested to improve inventory management to avoid overordering perishables. It is suggested to use locally sourced and organic ingredients, reducing transportation emissions, and supporting local agriculture. Use renewable energy sources, like solar or wind power, to reduce reliance on fossil fuels. Demonstrate waste reduction through recycling, composting, and reducing single-use plastics. It is also suggested that you offer plant-based menu options, catering to those who are environmentally conscious or have dietary restrictions. It is advice to the outlets to engage in water conservation efforts, such as low-flow faucets and recycling systems. Elevate a restaurant's menu to a whole new level of refinement, variety, and quality. Bring a little piece of the farm straight to your plate. Minimize food waste. the adoption of sustainable materials. It is suggested that environmentally-friendly methods be used, using eco-friendly cleaning products. Use furniture made from environmentally conscious recycled materials. Promoting water conservation events. The outlets should use sustainable food packaging. It also suggested that we reduce delivery carbon emissions, buy energy-efficient equipment, reduce water usage, use sustainable furniture and consumables, and carry out marketing mostly online.

13. LIMITATIONS OF THE STUDY

This study was based on primary data collected from a sample of retail outlet owners by the survey method. As many of the retail outlet owners furnished the required information from their memory and experience, the collected data would be subjected to recall bias. The study area was limited to Bangalore district and its surroundings, and the findings may not be applicable to other markets, as vast differences exist among the consumers with regard to demographic and psychographic characteristics. Hence, the findings of the study may be considered appropriate for situations similar to the study area, and extra care should be taken while generalizing the results. An empirical investigation has been done to study the consumer attitude towards promotional strategies of all Foods and Beverages retail outlets in Bangalore district, Karnataka.

14. DIRECTIONS FOR FUTURE RESEARCH

There is an opportunity to explore the factors other than the study of the impact of sustainable marketing strategies on the sales performance of organized food and beverage outlets in Bangalore. Comparative analysis can be done between organized and unorganized food and beverage retail outlets in Karnataka. Multi-dimensional analyses can be done by making use of advanced statistical tools. A similar study can be conducted in other industries, such as the food processing industry and the services industry. There may be other pertinent variables related to sustainable marketing strategies on the sales performance that can be taken for the future study.

15. CONCLUSION

The sustainable marketing model customized by the business house is pragmatic to match the market dynamics such that responsible and green marketing concepts are amalgamated. The initiatives of sustainability are introduced in the food processing industry to protect the planet by involving people in making a profit for the sustainability of the planet and mankind. These initiatives have to be integrated with the marketing strategies from a practical perspective, especially food and beverage selling outlets. The main objectives of the study are to find out the impact of sustainable marketing strategies on the sales performance of organized food and beverage outlets in Bangalore. In Bangalore, there are more than 1330 organized food and beverage selling outlets. There were 321 organized food and beverage selling outlets selected for the survey purpose as per the convenience of the researcher. All the 321 outlets were targeted to collect the data during the survey, which shows the response rate is 100%. It is found that the unique contribution of the variables of sustainable marketing strategies such as social responsibility, protecting the planet, advancing toward sustainable marketing orientation, promoting clean technology, sustainable brand positioning, online ordering and delivery, Ambiance and interior design, name & logo of brand, unique selling proposition, having goal of zero environmental impact, recycling of plastic and waste materials Social responsibility is influencing the sales performance of organized food and beverage selling outlets in Bangalore. It is suggested that you implement energy-saving measures, such as LED lighting and energy-efficient kitchen equipment. It is suggested to improve inventory management to avoid over ordering perishables. It is suggested to use locally sourced and organic ingredients, reducing transportation emissions, and supporting local agriculture. Use renewable energy sources, like solar or wind power, to reduce reliance on fossil fuels. Demonstrate waste reduction through recycling, composting, and reducing single-use plastics. It is also suggested that you offer plant-based menu options, catering to those who are environmentally conscious or have dietary restrictions.

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