



GREEN PRACTICES AND FOOD WASTE MANAGEMENT IN RESTAURANTS: INFLUENCE IN RESTAURANT BRAND EQUITY

INTRODUCTION

- A third of food produced for human consumption is lost or wasted all over the world along the supply chain (Gustavsson et al., 2011), i.e.1300 million tonnes of food according to FAO (2017): **Food waste is an economic, social and environmental problem.**
- Between 4% and 10% of food in the hospitality industry turns into waste (European Commission, 2010; 2011).
- The implementation of green practices in restaurants includes internal actions of environmental management, green procurement, cooperation with customers, and ecological design, resulting in return on investment, improvement of restaurant image and possibly economic profits (Zhu, Sarkis and Lai, 2008b).
- Activities of sustainable innovation relate with resource optimisation (Chou et al., 2012).
- Brand equity is identified as a key factor to differentiate from competitors (Prasad and Dev, 2000) – “green” brand may differentiate a restaurant from its competitors.

AIM

To analyse the chain:



METHODOLOGY

Universe	Managers of independent restaurants and hotel restaurants
Geographic scope	Guayaquil and Manta (Ecuador)
Sample size	Restaurant managers of 120 establishments
Data collection period	June – July 2018
Sampling design	Personal interview
Statistical techniques	Descriptive analysis Exploratory factor analysis Confirmatory Factor Analysis Structural Equations Model
Statistical software	SmartPLS 3.2.7 IBM SPSS v. 21

RESULTS

	Standardised beta	t	p value	Decision
Green practices-employees -> Food waste	-0,227	2,946	0,002	Supported
Green practices-consumers -> Food waste	0,509	4,182	0,000	Not supported
Sustainable service innovation -> Food waste	-0,299	1,963	0,025	Supported
Green practices-employees -> Brand equity	-0,155	2,257	0,012	Not supported
Green practices-consumers -> Brand equity	0,163	1,587	0,056	Supported
Food waste -> Brand equity	-0,280	2,766	0,003	Supported

R2 (Brand equity)=0,087; R2 (Food waste)=0,238; Q2 (Brand equity)=0,055; Q2 (Food waste)=0,098

CONCLUSIONS

- Significant contribution of green practices focused on employees (e.g. raising awareness of food waste problem, training to reduce food waste) and sustainable service innovation to reduce restaurant food waste.
- Green practices focused on consumers influences positively restaurant brand equity.
- Inverse relationship between restaurant food waste and brand equity - relevant managerial implications: restaurant managers to provide evidence of the restaurant efforts to reduce food waste in order to convey an image of “green” restaurant, concerned about the economic, social and environmental problem of food waste.

LIMITATIONS AND FURTHER RESEARCH LINES

- External validity – need to replicate the research in other geographical áreas.
- Difficulty to measure food waste.
- Triangulation – need to collect data from kitchen staff and waiters, as well as restaurant diners.

Name of author and contact information :

Gabriela Montesdeoca-Calderón, Irene Gil-Saura and María-Eugenia Ruiz-Molina*
Contact author: M.eugenia.ruiz@uv.es