

Awareness of Sustainability and its Impact on Gaining Sustainable Competitive Advantage

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Introduction

Awareness of sustainability and compliance with the sustainability requirements in volatile business environments are important with the increasing concern of customers and legislations. Being one of the most competitive yet the most pollutant contributing industry gaining sustainable competitive advantage with reasonable awareness of sustainability remains questionable. This study aims to identify the impact of awareness of economic, environmental, and social sustainability on gaining sustainable competitive advantage in the food industry.

Methodology

The study focuses on the top management of hotels, restaurants and fast food chains in Western province. Research sample includes 150 respondents which were extracted through convenience sampling technique. The research study is based on primary data. The mixed method technique is adopted. The first study follows the quantitative method in which data were collected by using self-administered questionnaire, while qualitative data were collected via interviewing participants in the second study to validate the findings of the first study.

Findings

Table 1: Results of the proposed model

	Path coefficients	T- statistics	P value
ENT -> SCA	0.29	2.22	0.030
SS -> SCA	0.45	3.52	0.000
ECS -> SCA	0.21	2.22	0.030

Note1: ENT = Awareness of Environmental Sustainability, SS = Awareness of Social Sustainability, ECS = Awareness of Economic Sustainability, SCA = Sustainable Competitive Advantage

Based on the path coefficients all three independent variables are having a weak positive

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relationship with sustainable competitive advantage. T-statistical results and P values illustrate a significant weak positive relationship among variables. Particularly awareness of social sustainability creates highest level of impact towards gaining sustainable competitive advantage compared to the other two variables ($R^2 = 0.85$). Further, results of qualitative data analysis conducted via content analysis technique validated that awareness of environmental, social and economic sustainability are crucial elements that the organizations must concern about to gain sustainable competitive advantage.

Conclusion

The conclusions are drawn via the results obtained through Structured Equation Modeling and Content Analysis techniques. Those results are interpreted by the researcher and it has been revealed that there are weak positive relationships between awareness of environmental, social and economic sustainability and sustainable competitive advantage. Further, there is a significant impact of the independent variables to gain sustainable competitive advantage. All three hypotheses relevant to this study have been accepted and the quantitative findings were further validated via qualitative analysis. The researcher was able to contribute to the existing literature of relevant constructs and the study contributes as a strategic tool for policy makers in the sustainable strategy formulation process in order to gain sustainable competitive advantage by adopting the latest market trends within the industry.

Keywords: *Awareness of economic sustainability, Awareness of environmental sustainability, Awareness of social sustainability, Sustainable competitive advantage*