



Awareness of Sustainability and its Impact on Gaining
Sustainable Competitive Advantage in the
Sri Lankan Food Industry
(With Special Reference to Western Province)

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ABSTRACT

The food industry is known to be the highest pollutant contributing industry to the environment. Being one of the most competitive yet the most pollutant contributing industry gaining sustainable competitive advantage remains questionable. Researcher has identified that lack of awareness of sustainability within the industry in consideration has created implementation of minimum sustainability practices. The research study has been conducted to bridge this gap existing in society and literature. The primary objective of the research is to identify the impact of awareness on sustainability on gaining sustainable competitive advantage. The population relevant to the research includes the executive level employees in the food outlets in western province as western province is considered as the highest pollutant contributing province in Sri Lanka. Sample has been drawn using stratified and convenience sampling. The research is conducted using mixed method where data from 150 respondents were collected through questionnaires and 10 structured interviews were conducted to validate the quantitative findings. The data analysis were conducted through smart PLS, SPSS software's and content analysis techniques. The main research findings include there is a positive relationship between awareness of environment, social and economic sustainability on gaining sustainable competitive advantage and those three independent variables are having a significant impact on gaining sustainable competitive advantage which has been validated through both qualitative and quantitative research techniques. Policy makers and strategy implantations would be beneficial with regard to managerial implication percept. The future researches are suggested to explore different other dimensions which might influence on gaining sustainable competitive advantage and to evaluate the awareness of sustainability of the functional and operational level employees and its impact on gaining overall organizational sustainable competitive advantage.

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