

# The Use of Modern Tools of Business Management and Marketing In the Food and Beverage Field as a Prerequisite for Sustainable Development and Respect for the Environment

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**Abstract.** Network technologies, modern organizational and marketing functions have transformed the way businesses operate nowadays and consequently have an effect on all sectors of the economy. Contemporary firms become members of the Internet society since the profits are high and innovative wireless broadband technologies allow to serve customers globally 24/7 while the relative cost keeps lessening (Andreopoulou, 2013). Internet constitutes a thriving means to promote a firm and can incorporate advertising and marketing activities, Total Quality Management, Corporate Social Responsibility, social media promotion, communication features in the firm's website. Nevertheless, Social responsibility, green marketing and environmental sustainability are becoming important practices for modern firms influencing the formulation of different types of corporate environmental practices within a green firm strategy (Tsekouropoulos et al, 2014). While many food and drink firms have already their online store through their website presentation, this paper aims to describe the modern organizational and marketing challenge in contemporary firms and the new trends (Werther and Chandler, 2006). An Internet search was conducted in eighty large firms that operate in food and drink sector in the prefecture of Central Macedonia, Greece. Their websites are analyzed and their features, such as CSR, advertising, marketing, consumer's behavior, social media etc are studied (Andreopoulou et al, 2014).

**Keywords:** marketing, Internet, business plan, total quality management, promotional activities, social responsibility

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## 1 Introduction

Modern businesses have to face multiple and significant challenges, due to market globalization, increasing competitiveness among businesses and a constantly changing business environment. Recently, the appreciation of supply chain as an innovative solution for successful business has been a great change and challenge for the businesses' operation (Tzoulis and Andreopoulou, 2013). Today, a customer can select between a wide range of high-quality products or services and the firm need to practice strategies to keep existing customers and attract new. Customers are familiar and at ease with information technology, such as using the Internet for their purchases. Information and Communication Technologies (ICTs) offer massive prospects and opportunities for every one to benefit, while new scenarios appear for economic development, improved service delivery and social advances (Andreopoulou, 2013). Within that aspect, Internet provides to the business sector, an additional opportunity to promote their products and services to potential customers globally (Andreopoulou et al. 2012).

Contemporary firms become members of the Internet society since the profits are high and innovative wireless broadband technologies allow serving customers globally 24/7, while the relative cost keeps lessening. The approach to these customers and the development of their trust towards the firm can be achieved through the quality, the comfort of markets, the price competitiveness and the offer of right products and services (Tsekouropoulos, 2009).

Many companies have already created websites and they consider internet a powerful tool within the competitive business environment. The website can be the storefront of a company and therefore it should always operate efficiently and have the adequate style and image that will attract and preserve its visitors and future customers (Andreopoulou et al. 2011). Apart from the presentation of products and sales methods, companies include in their official firm's websites, administration functions such as business plans, organizational structure and quality assurance systems. Also companies, about marketing and promotion of their products and services, include functions about advertising, public relations and social responsibility features (Tsekouropoulos et.al., 2013, Vlachopoulou, 2003).

Internet features have significantly contributed to the automation and reduction of the production process cost and the internal business administration and marketing processes (Tsekouropoulos et.al. 2012). At the same time, they add to the expansion of contact with the customers and to the increase of the supply chain. According to Canavari et al. (2008), "e-business includes a number of functions that vary in complexity and are defined as the use of the internet or other electronic means, for the execution of transactions, the support of business operations and the improvement of cooperation between the entities of the supply chain". In particular, the term of entrepreneurship can be defined as an attempt to convert the initiative into effect with the ultimate aim of producing a profit (Cunningham and Lischeron, 1991). Yet, a critical requirement is to successfully use the tools of management and marketing (Tsekouropoulos et al, 2013).

Social responsibility programs, funds and sponsorships are presented in a firm's website as an effort to inform the public and potential customers that the firm, apart

from the business part related to the cost, intends to return profit to the society (Tsekouropoulos et al., 2013). The social responsibility in a firm can be distinguished as 'internal' and 'external', depending on the beneficial parties of a corporate action. The managers have to penetrate to the core of the firm and to identify the strategic internal and external factors that determine both the firm viability and the sustainable development, by adopting practices of corporate social responsibility (Kotler, 2009).

The natural environment is progressively seen as a integrated level of CSR. Research on CSR and environmental sustainability in the management literature, is often converging because of shared environmental, economic, and social concerns, while environmental responsibility can be analyzed through a number of factors, such as the existence of anti-pollution programs, the extent to which a firm contributes to the conservation of natural resources, involvement in voluntary environmental rehabilitation initiatives, environmental friendly practices and the methodical reduction of waste and emissions from various operations (production, logistics, etc) (Montiel, 2008).

## **2 Data Analysis of Drink and Food Companies**

The sample of the research is primarily going to be consisted of 80 respondents/companies. All of the subjects will be English speakers and managers or marketing managers of the firms. A non-probability judgmental/purposive sampling is going to be used as a sampling method. The choice of the particular sampling method was made with regard to the recruitment of the participants in the research as well as the choice of the respondents was made from a particular sampling frame which include all the companies of the area.

### **2.1 Data analysis**

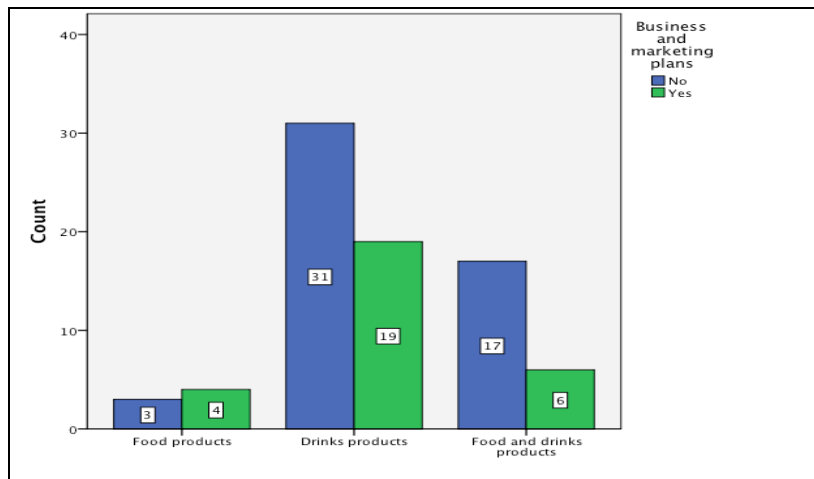
The analysis of the data was made with the statistical software for data analysis SPSS. Descriptive statistics will be used to illustrate the answers of the respondents while inferential statistics ( $\chi^2$ ) will be used to examine the relationship between the variables.

- Type of products/ Business or Marketing plan

Table 1 and figure 1 show the frequencies and percentages of companies that use business and marketing plans in relation with the type of their products. Specifically, most of the companies which sell drink products or a combination of drink and food products do not use business and marketing plans, while the bigger percentage of the companies who trade only food products have applied marketing or business plans.

**Table 1.** Type of products/ Business or Marketing plan

		Business or Marketing plan		Total	
		No	Yes		
Type	Food	Count	3	4	7
		%	42.9%	57.1%	100.0%
	Drinks	Count	31	19	50
		%	62.0%	38.0%	100.0%
	Food & Drinks	Count	17	6	23
		%	73.9%	26.1%	100.0%
Total	Count	51	29	80	
	%	63.7%	36.2%	100.0%	



**Fig. 1.** Type of products/ Business or Marketing plan

➤ Type of products / Total Quality Management ISO HACCP

Table 2 and figure 2 show the frequencies and percentages of companies that use Total Quality Management practices in relation with the type of their products. Specifically, most of the companies which sell food or drink products do not use Total Quality Management practices, while the bigger percentage of the companies who trade both food and drink products have applied Total Quality Management practices.

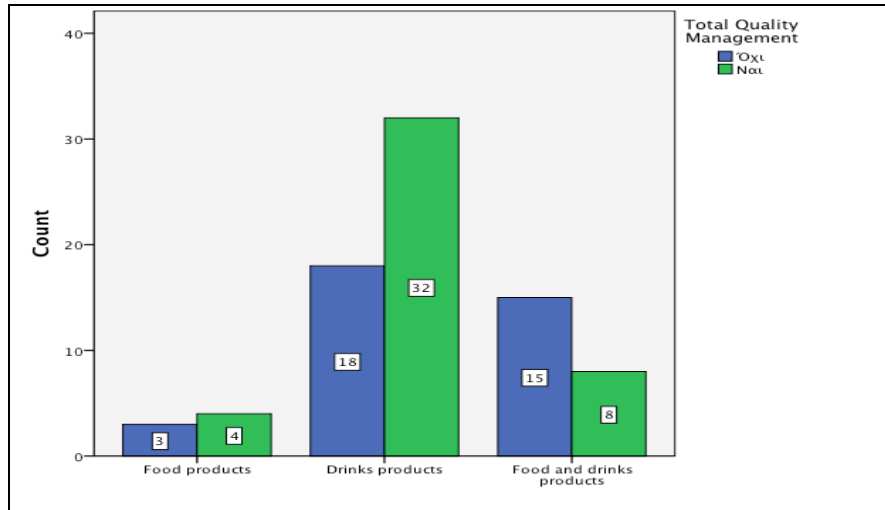
**Table 2.** Type of products/ Total Quality Management ISO HACCP

			Total Quality Management ISO HACCP		Total
			No	Yes	
Type	Food	Count	3	4	7
		%	42.9%	57.1%	100.0%
	Drinks	Count	18	32	50
		%	36.0%	64.0%	100.0%
	Food & Drinks	Count	15	8	23
		%	65.2%	34.8%	100.0%
Total	Count	36	44	80	
	%	45.0%	55.0%	100.0%	

Moreover, from the application of  $\chi^2$  test, it was found that there is a statistical significant relationship between the type of the products and the application of total quality management (sig.= 0.046).

**Table 3.** Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.448	2	.046
Likelihood Ratio	5.480	2	.065
Linear-by-Linear Association	3.430	1	.064
N of Valid Cases	80		



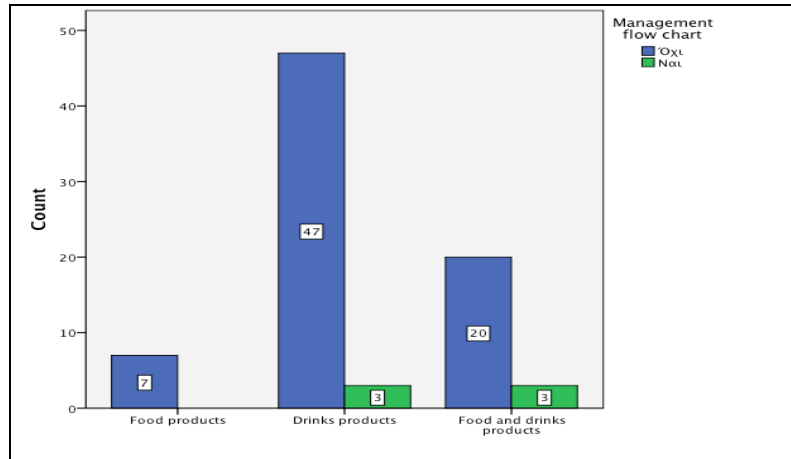
**Fig. 2.** Total Quality Management ISO HACCP

➤ Type of products / Management flow chart

Table 4 and figure 3 show the frequencies and percentages of companies that use a management flow chart in relation with the type of their products. Specifically, despite the type of the products, most of the companies do not use a management flow chart.

**Table 4.** Management flow chart

		Management flow chart		Total	
		No	Yes		
Type	Food	Count	7	0	7
		%	100.0%	0.0%	100.0%
	Drinks	Count	47	3	50
		%	94.0%	6.0%	100.0%
Food & Drinks	Count	20	3	23	
	%	87.0%	13.0%	100.0%	
Total	Count	74	6	80	
	%	92.5%	7.5%	100.0%	



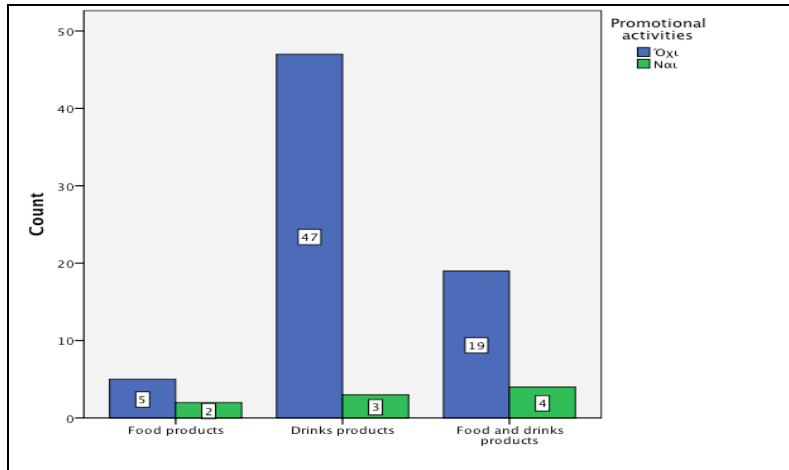
**Fig. 3.** Management flow chart

➤ Type of products/ Promotional activities

Table 5 and figure 4 present the frequencies and percentages of companies that use promotional activities in relation with the type of their products. Specifically, despite the type of the products, most of the companies do not use promotional activities.

**Table 5.** Type of products/ Promotional activities

		Promotional activities		Total	
		No	Yes		
Type	Food	Count	5	2	7
		%	71.4%	28.6%	100.0%
	Drinks	Count	47	3	50
		%	94.0%	6.0%	100.0%
	Food & Drinks	Count	19	4	23
		%	82.6%	17.4%	100.0%
Total	Count	71	9	80	
	%	88.8%	11.2%	100.0%	



**Fig. 4.** Promotional activities

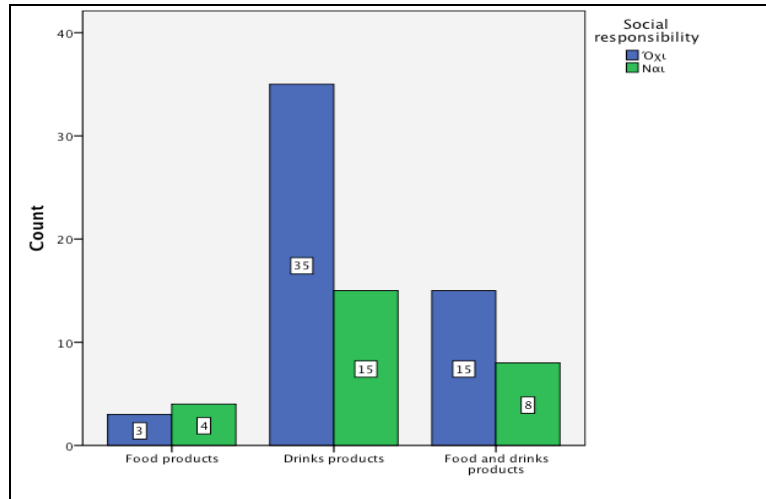
➤ Type of products / Social responsibility

Table 6 and figure 5 show the frequencies and percentages of companies that use social responsibility practices in relation with the type of their products. Specifically, most of the companies which sell drink products or a combination of drink and food products do not use social responsibility practices, while the bigger percentage of the companies who trade only food products have applied social responsibility practices.

**Table 6.** Type of products / Social responsibility

			Social responsibility		Total
			No	Yes	
Type	Food	Count	3	4	7
		%	42.9%	57.1%	100.0%
	Drinks	Count	35	15	50
		%	70.0%	30.0%	100.0%
	Food & Drinks	Count	15	8	23
		%	65.2%	34.8%	100.0%
Total	Count	53	27	80	
	%	66.2%	33.8%	100.0%	





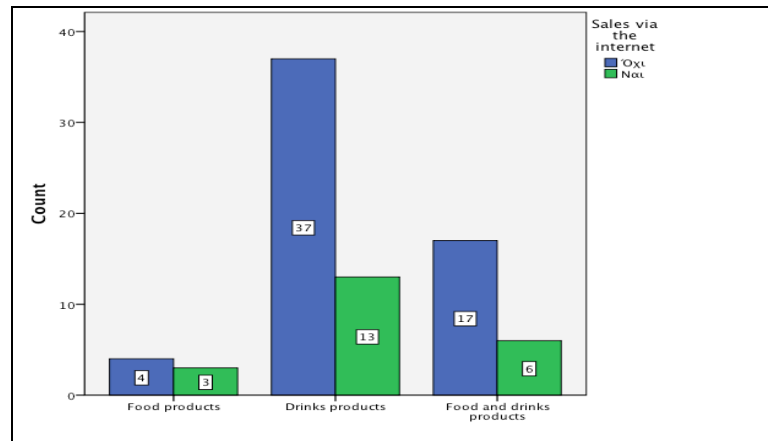
**Fig. 5.** Type of products / Social responsibility

➤ Type of products / Sales via the internet

Table 7 and figure 6 show the frequencies and percentages of companies that make sales via the internet in relation with the type of their products. Specifically, most of the companies which sell drink products or a combination of drink and food products do not make sales via the internet, while the bigger percentage of the companies who trade only food products have made sales via the internet.

**Table 7.** Type of products / Sales via the internet

		Sales via the internet		Total
		No	Yes	
Food	Count	4	3	7
	%	57.1%	42.9%	100.0%
Drinks	Count	37	13	50
	%	74.0%	26.0%	100.0%
Food & Drinks	Count	17	6	23
	%	73.9%	26.1%	100.0%
Total	Count	58	22	80
	%	72.5%	27.5%	100.0%



**Fig. 6.** Type of products / Sales via the internet

### 3 Conclusions

Taking into account all the above mentioned, most of the companies which sell drink products or a combination of drink and food products, do not use business and marketing plans, while the bigger percentage of the companies which trade only food products, have applied marketing or business plans. In addition, most of the companies which sell food or drink products do not use Total Quality Management practices, while the bigger percentage of the companies which trade both food and drink products have applied Total Quality Management practices.

Despite the type of the products, most of the companies do not use a management flow chart and also promotional activities. Moreover, most of the companies which sell drink products or a combination of drink and food products do not use social responsibility practices, while the bigger percentage of the companies which trade only food products, have applied social responsibility practices. Finally, most of the companies which sell drink products or a combination of drink and food products do not make sales via the internet, while the bigger percentage of the companies who trade only food products have made sales via the internet.

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