

Sustainable innovation marketing actions in fast food companies in Brazil

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Cite as:

Madeira Adriana, Gama de Medeiros Fabiana, PEREZ GILBERTO (2021), Sustainable innovation marketing actions in fast food companies in Brazil. *Proceedings of the European Marketing Academy*, 50th, (93310)

Paper from the 50th Annual EMAC Conference, Madrid, May 25-28, 2021



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Abstract

This study aimed to identify expert perceptions regarding sustainable innovation marketing actions in the fast-food sector in Brazil, given the growing search for healthier, environmentally, and socially sustainable food on the one hand, and the economic representativeness of the food sector in Brazilian economy on the other. This study was conducted on a qualitative exploratory methodology, based on eight in-depth interviews with fast food experts, which totaled a 146-page report. The interviews were transcribed and treated by content analysis. Even if modestly, the interviewees perceive some innovation initiatives and acknowledge that the fast food sector in Brazil is far from the ideal in terms of innovation. The results indicate that sustainable development actions for the fast food sector in Brazil depend on a broad project towards educating the population, in addition to the implementation of effective and unified public policies and regulation across the country.

Keywords: *fast food; sustainable innovation; Brazil*

Track: Innovation Management & New Product Development