

**Title:** The role of values on the choice for a sustainable cuisine: passion and self-transcendence in the restaurant business.

**Authors:** Margo P.M. Enthoven & Aleid E. Brouwer

### **Abstract**

Sustainable entrepreneurs aim to achieve a triple bottom line of sustainability with their business: they are committed to social, environmental and economic goals. In the restaurant sector, sustainable entrepreneurs choose different approaches to serve sustainable food. We aim to find how individual values and attachment to place influence entrepreneurs' choice to serve sustainable food. We believe that differences in place attachment and values can influence an entrepreneur's view on sustainable food. Therefore, we use a survey research to determine which approach restaurant entrepreneurs take to sustainability and consequently we analyze how the entrepreneurs' values and place attachment influence their choice. We analyze differences in place attachment and values between sustainable and conventional entrepreneurs. Furthermore, we evaluate how differences in values and place attachment influence the different types of sustainable food that are served by the entrepreneurs. We analyze entrepreneurs who serve local, seasonal, organic, vegetarian or vegan food. We found that whether the entrepreneur serves over 50% sustainable food is determined positively by a self-transcendence value, which indicates a care for other people and the environment. We also found a positive effect of a hedonic value on the entrepreneurs' likelihood to serve sustainable food; those entrepreneurs with a passion for the restaurant business were more likely to serve sustainable food. We did not find a significant effect of place attachment. However, we do find that sustainable entrepreneurs feel like they are part of a competitive environment. This could explain why our entrepreneurs don't experience an effect of place attachment. Furthermore, we found differences in the effects of values between different types of sustainable restaurants. Serving local and organic food is significantly influenced by self-transcendence, but not by the hedonic value. Serving vegetarian and vegan food was determined both by hedonic and self-transcendence values, whereas serving seasonal food was determined by neither. Our research adds to the literature on sustainable entrepreneurship in showing the importance of values. Furthermore, we add to the environmental psychology and hospitality literature by showing that values differently influence approaches to sustainable food.