# Article information:

Identifying the critical factors for sustainable marketing in the catering: The influence of big data applications, marketing innovation, and technology acceptance model factors - ScienceDirect  
<https://www.sciencedirect.com/science/article/abs/pii/S1447677022000225>

# Article summary:

1. The catering industry is facing challenges from global competition, rising costs, changing consumption habits, and the impact of the COVID-19 pandemic. This has led to decreased sales and layoffs in the industry.

2. Sustainable marketing practices, such as providing sustainable products and reducing negative environmental impacts, can help catering companies differentiate themselves and attract customers. Green market orientation and entrepreneurship play a role in implementing sustainability in the catering industry.

3. Big data applications can be used by catering companies to analyze consumer behavior, meet changing consumer needs, and develop sustainable strategies. Marketing innovation also plays a moderating role in the relationship between big data applications and the sustainable marketing mix.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

这篇文章探讨了在餐饮行业中可持续营销的关键因素，包括大数据应用、营销创新和技术接受模型因素。然而，文章存在一些潜在的偏见和不足之处。

首先，文章过于强调COVID-19对餐饮行业的影响，但没有提供足够的证据来支持这一观点。虽然COVID-19确实对全球经济产生了重大影响，但文章没有提供具体数据或研究结果来支持其所述的损失和影响。

其次，文章没有充分考虑到其他可能影响可持续营销的因素。例如，它没有讨论消费者对价格、品质、服务等方面的偏好如何影响他们对可持续产品和服务的选择。此外，文章也没有探讨竞争环境对可持续营销策略的影响。

此外，文章提到了大数据应用、营销创新和技术接受模型作为关键因素，但并未提供充分的证据来支持这些主张。它没有引用相关研究或案例来说明这些因素如何影响餐饮行业的可持续营销。

最后，文章没有提供平衡的观点或探讨可能的风险和挑战。它过于强调可持续营销的优势和竞争优势，而忽视了可能存在的障碍和限制。

总体而言，这篇文章在探讨餐饮行业可持续营销的关键因素时存在一些偏见和不足之处。它需要更多的证据和平衡的观点来支持其主张，并考虑到其他可能影响可持续营销的因素。

# Topics for further research:

* 餐饮行业的可持续营销策略
* 消费者偏好对可持续产品和服务的影响
* 竞争环境对可持续营销的影响
* 大数据应用在餐饮行业中的作用
* 营销创新对可持续营销的影响
* 技术接受模型在餐饮行业中的应用

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