

Drivers for Relationship Building in the Supply Chain: The Case of Luxury Food

Authors : Kateryna Merkulova, Alessio Castello, Maria Kreuzer

Abstract : This research investigates the drivers of long-term relationship building between customers and suppliers within the luxury food supply chain, a topic that remains largely unexplored in the current state of academic literature. This paper identifies for the first time the key elements that influence the formation and maintenance of effective supply chain relationships, which are crucial for navigating the complexities of the luxury food industry. In particular, it explores the critical role of trust in a business-to-business context, specifically emphasizing its significance in the luxury food supply chain. Empirically, this research is contextualized in the region of the French Riviera, which offers a gastronomic playground for food enthusiasts, making it ideally suited to explore the luxury food sector. Qualitative in-depth interviews with stakeholders along the luxury supply chain (i.e., suppliers, chefs, restaurant owners, and fine food shop managers) allow identifying key drivers of trustful business relationships. Triangulating different perspectives of stakeholders within the luxury supply chain adds validity and robustness to the findings. The findings have important theoretical and managerial implications for the effective functioning of long-term supplier-buyer relationships.

Keywords : luxury food, relationship building, B2B, supply chain, trust

Conference Title : ICQOMFSC 2024 : International Conference on Quality and Operations Management in Food Supply Chain

Conference Location : London, United Kingdom

Conference Dates : December 09-10, 2024