

The Effects of B2B Sustainable Brand Positioning on Relationship Outcomes

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Abstract

Supply chains and regulators have pushed B2B firms to revisit their positioning strategy on sustainability. However, it is unclear whether B2B firms can benefit from the sustainable positioning. Drawing upon social exchange theory, this study examines commitment as the underlying mechanism through which B2B sustainable brand positioning (SBP) influences relationship outcomes. A study involving 389 senior managers of Australian B2B firms reveals that calculative and affective commitment mediate the relationship of B2B SBP on willingness-to-pay premium price and switching intention. Buyer-supplier value congruence influences the effects of sustainable brand positioning on calculative and affective commitment in opposite directions. Specifically, value congruence positively and negatively moderates the effects of SBP on calculative commitment and affective commitment, respectively. The findings provide empirical evidence supporting the benefits of adopting SBP for B2B firms.

Subject Areas: *Business-to-Business Marketing, Marketing Strategy, Organization Relationships*

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