

The Interplay of Perceived Strategic Green Marketing Orientation, Religiosity, and Conservatism on B2B Buying Decisions

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Abstract

SMEs account for the majority of businesses worldwide, contributing to global economic development, yet leaving a significant environmental footprint on the planet. Although the climate crisis has prompted calls for greater focus on environmental considerations in B2B buying, research on SMEs in this area is still limited. Building on social cognitive theory, trust-commitment theory and upper echelons paradigm, we examine the role of managers' perceived strategic green marketing orientation of their suppliers in B2B buying decisions and the moderation effects of religiosity and political ideology. Using a sample of 389 respondents comprised of owners/CEOs of U.S. SMEs, our results highlight the importance of religious identification and political ideology in influencing green marketing-driven B2B buying decisions. This study offers novel theoretical and managerial implications for B2B purchasing managers/business owners who pursue the sustainable development of their organisations.

Keywords

Perceived strategic green marketing orientation, religiosity, conservatism

Track

Social Responsibility & Ethics