



Empowering Sustainable Purchasing through Green Marketing: A B2B Perspective

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Abstract

The growing emphasis on sustainability has prompted most firms to incorporate environmentally friendly principles into their marketing practices. Although there is significant literature on green marketing in consumer markets, its implications in business-to-business (B2B) settings remain poorly established. This study explored green marketing strategies in the B2B healthcare sector by examining professional buyers' satisfaction and loyalty. Surveying 148 Pakistani consumers, we used structural equation modelling to test the effects of product price, quality, salesperson expertise, and corporate image on a green marketing strategy. All four were found to have positive effects on customer satisfaction with green products, and higher satisfaction considerably enhanced loyalty. Importantly, salesperson expertise was found to be the best predictor of both satisfaction and loyalty. These results highlight the importance of salespeople's environmental knowledge and the need to incorporate green marketing as a core aspect of environmental management in industrial markets.

Keywords: green marketing strategy, environmental management, green satisfaction, green loyalty, B2B markets, sustainable marketing

1. Introduction

Sustainability has become a vital strategic requirement in the modern corporate world, shifting from an optional preference. Environmental and social issues now rank among top organizational priorities, compelling companies to balance profitability with environmental responsibility. This study highlights the environmental importance of sustainability, emphasizing the role of innovation in competitiveness while promoting ecological well-being (Li et al., 2021). The well-being and happiness of future generations depend on the current generation avoiding environmental harm through responsible business practices. Professional purchasers, being key drivers of buying decisions, are increasingly expected to find green solutions to advance sustainability efforts and gain a competitive advantage in environmental sustainability (Dhir et al., 2021)

Organizations across industries are including green products in their portfolios. Green purchases are increasing across the world (Ansu-Mensah, 2021), which is a change in buying behavior. Green marketing, described as tools to meet customers' needs without harming the environment (Sugandini et al., 2020), has played a crucial role in such changes. However, literature remains focused on business-to-consumer (B2C) contexts with a conspicuous absence of scholarly work on business-to-business (B2B) contexts. Tan et al. (2022) have also called for further studies on the impact of marketing strategies in B2B contexts and their role in green outcomes among industrial buyers.

Green marketing, as one of the environmental management practices, seeks to decrease ecological harm in production, distribution, and consumption (Ahmed, Streimikiene, et al., 2023). Ideally, the practice ensures that products and services are delivered cost-effectively, at the appropriate place, time, and price, yet in harmony with nature. Although some people see the contribution of green marketing to transitions towards sustainability as weak, empirical evidence more and more points to the fact that environmental practices directly contribute to firm performance and corporate reputation (Szabo & Webster, 2021). Furthermore, Ahmad et al. (2023) also, establish that environmental initiatives are generally linked to enhanced organizational performance, with contextual factors such as industry and geography controlling for this link. The relative dynamics between industry and consumer markets are still under-researched.



Studies in B2C markets place green brand consciousness, product quality, and firm image on customer satisfaction and loyalty. Yet very few of these relationships have been extended to B2B settings (Tan et al., 2022). Bulińska-Stangrecka & Bagieńska (2021) found organizational culture and environmental values to be key facilitators of green marketing strategies in industrial settings. Overall, green procurement literature rests on institutional theory, explaining why firms adopt sustainable practices, and the resource-based view, explaining how such practices yield competitive advantage (Zhao et al., 2024). Researchers typically divide green procurement drivers between internal and external, to cover stakeholder pressure to managerial commitment. Few have examined the effect of actually implementing green marketing on satisfaction and loyalty outcomes of professional buyers (González-Viralta et al., 2023).

Companies can adjust their marketing mix to cater to clients' environmental needs (Liu & Lin, 2020). Yet slight is understood effectiveness of such green marketing in B2B markets. However, most known studies target consumers (Gelderman et al., 2021a), while forgetting that industrial companies consume most of the earth's resources. This study thus seeks to fill this void by addressing the following research question: How does green-marketing influence customer-satisfaction and loyalty of professional buyers? Grounded on previous research, we provide a theoretical model to test these relationships using empirical data from Pakistani consumers in the cleaning industry. In this study, PLS-SEM determines how green marketing strategy elements affect satisfaction & loyalty.

2. Literature Review & Hypothesis Development

2.1 Buying Green Products:

Green, or eco-friendly, products are created to reduce harmful impacts on the environment via the use of recyclable materials, energy consumption, or pollution reduction (Gulzar et al., 2024). Hence, the growing rate of environmental concerns, such as global warming, deforestation, and pollution, has changed the way consumers and business buyers purchase products. Greater public awareness of the decline in the environment, brought about mainly by industrialization, has spurred organizations to add environmental management to their strategy (Hussain & Huang, 2022). Governments, organizations, and citizens now exert much pressure on corporations to be responsible and adopt environmentally sustainable practices. Organizations are now more and more considering environmental protection as not just a regulatory one, but also a social and strategic one. In this sense, green procurement and green marketing are key components of corporate sustainability strategies. In this sense, green procurement and green marketing are key components of corporate sustainability strategies (Reddy et al., 2023).

Green products are developed by companies and suppliers. Sustainability and integrated solutions like green supply chain management are driven by external stakeholders. Evidence always suggests that ecologically unsustainable suppliers can affect a company's reputation (Barbu et al., 2022). Sustainable supply chain integration boosts environmental performance (González-Viralta et al., 2023). Despite this, the green supply chain management research is sparse (Gulzar et al., 2024). Demand chain management combines marketing and supply chain activities to make organizations competitive. Green products are still considered inferior by most (Moslehpour et al., 2023). Professional buyers consider price, performance, and reliability. Thus, green alternatives must meet or exceed traditional product quality to profit. Follow-up studies should sample across industries and cultures and incorporate more antecedents to explain green product satisfaction since early research was consumer-focused. B2B research has concentrated on macro drivers of green marketing like regulatory power, disasters, and public attitudes, rather than a marketing mix ingredient (Szabo & Webster, 2021). Hence, product price, product quality, company image, & salesperson expertise affect business customer satisfaction & loyalty, according to this study.

2.2 GCS & Loyalty

Marketing research has focused on customer satisfaction and loyalty since they are vital for competitive advantage. Few studies examine these indicators in an environmental or "green" context, notably in B2B

marketplaces (Dahlquist, 2021). Mastria et al. (2023) defined green consumer satisfaction and loyalty as attitudinal and behavioral aspects of environmentally motivated consumption. These theories have been used to study ecologically benign purchasing behavior (Gelderman et al., 2021a). Customer loyalty has been defined as a stable intention to buy (Oliver, 1999). Behavior loyalty, shown by frequent buying, and attitudinal loyalty, shown by preference and fondness, are associated. The attitudinal perspective is important in B2B since it defines commitment longer than transactional exchange. Long-term buyer-supplier relationships that exhibit environmental responsibility and sustainability are green customer loyalty (Awan et al., 2018). Hence, green customer satisfaction is how well buyers' environmental needs are met. An industrial marketing study shows that satisfied customers are more loyal and are more likely. Although small, research linking green pleasure and loyalty reveals a positive relationship (Rastogi et al., 2024). Hence, it is proposed that:

H1: Green consumer satisfaction increases B2B professional buyer loyalty.

2.3 GPQ and GCS

Quality's direct relationship with satisfaction has been persistently validated in B2B research (Creignou & Nuangjamnong, 2022). Product quality under green marketing encompasses a product's environmental attributes, such as recyclability, non-toxicity, and resource conservation. Further, Creignou & Nuangjamnong (2022) described green quality as encompassing design, material, and package attributes that reduce pollution and conserve energy. Furthermore, Green product quality is key in shaping buyers' satisfaction as well as repurchase intentions. Research evidence from consumer markets indicates that higher green product quality results in satisfaction and loyalty (Awan et al., 2018). Therefore, it is proposed that:

H2: GPQ positively impacts green customer satisfaction.

2.4 GPP and GCS

Price remains an important criterion in evaluating green products. Though environmental awareness has led consumers to become more open to paying extra for green products, high cost of production and compliance causes prices for green products to be higher (Tseng et al., 2014). Customers would pay more if they perceive it as just and commensurate with the environmental benefit of the product (Mastria et al., 2023). B2B buyers are typically more price-sensitive but are willing to pay more if the supplier cares about the environment (Jin et al., 2023a).

Konuk (2018) describes product price as what the buyer perceives in terms of whether a seller's price is reasonable and justified compared to others. Incidentally, price can serve more than one function; it can signal sacrifice or suggest quality (Solakis et al., 2022). Literature shows that environmentally conscious consumers who are aware of the worth of the environment are ready to pay extra for green products (Kumar et al., 2021). Business professionals, therefore, aware of the amount spent in sustainably producing, would not mind paying extra if they believe it is worth it in a value-for-money situation.

H3: GPP has a positive effect on GCS.

2.5 Green Corporate Image

Corporate image entails stakeholders' perceptions regarding an organization's reputation, values, and identity (Aledo-Ruiz et al., 2022). In the context of sustainability, a green corporate image reflects a company's environmental responsibility and accountability towards nature conservation. A favorable green image fosters stakeholder trust, enhances legitimacy, and leads to long-term customer satisfaction and loyalty (Creignou & Nuangjamnong, 2022). However, the rise of greenwashing, misleading or exaggerated claims about environmental performance, has complicated these expectations (Xu et al., 2025). Purchasing companies, while representing organizations, are also individuals who seek to uphold professional integrity and avoid image tarnishing (Yusuf et al., 2022). Hence, they tend not to believe empty green claims and expect transparency and authenticity. When corporate efforts to become more sustainable are genuine, they enhance satisfaction and establish buyer-supplier relationships.

H4: Green corporate image increases B2B professional customer satisfaction.

2.6 SGE

Interpersonal relationships and salesperson competence are major determinants of business success in the long term in B2B markets (Rodriguez et al., 2022). The salesperson is typically the sole point of contact for the buyer and the supplier. Technical knowledge, communication ability, and problem-solving skill of the salesperson directly influence buyer trust and satisfaction (Ahmed, Streimikiene, et al., 2023; Solakis et al., 2022). Salesperson knowledge is especially significant in green marketing, where buyers may need to be informed in terms of environmental labels, product life cycles, or eco-label standards. There has been little research conducted on salesperson knowledge as a determinant of satisfaction in B2B transactions with a sustainability orientation. Sales professionals who possess high environmental literacy and product knowledge are well-positioned to educate purchasing decisions and build professional buyers' trust (Hashim et al., 2025). Hence, proposed that:

H5: GSE boosts B2B professional buyer satisfaction.

3. Research Methodology

3.1 Sample Characteristics

To experimentally evaluate the proposed approach, survey data were collected from procurement officials at Pakistani manufacturing companies who had recently acquired eco-friendly cleaning goods. The demographic frame was extracted from the customer relationship management (CRM) database of a prominent multinational manufacturer of cleaning goods operating in Pakistan. The database included a diverse array of clients from multiple sectors, such as hospitality, facility management, amusement parks, and industrial cleaning services, entities that consistently procure both conventional and eco-friendly items. The cleaning industry was chosen as the research environment because it provides an effective setting to study green purchasing behavior. Many cleaning products, such as detergents and surface agents, are available in traditional as well as eco-labeled forms. This twin product form allows customers to make explicit comparisons across environmental attributes, price, and performance. Furthermore, procurement managers in this sector perform boundary-spanning activities and operate as intermediaries between customers and internal stakeholders. They are, therefore, central decision-makers in selecting products and suppliers that support corporate environmental objectives (Hashim et al., 2025). Furthermore, the researchers contacted 500 professional buyers who had bought green cleaning products during the previous 12 months. The respondents were invited by email to complete an online questionnaire using a hyperlink. After three rounds of reminders, a net sample of 154 responses was received, yielding a gross response rate of 31%. Following data cleansing, removal of incomplete and bland responses, 148 valid questionnaires remained, providing a net response rate of 30%.

The socio-demographic structure of the final sample is presented in Table 1. The sample was mostly female (57%), and the majority were between 46-60 years old (48%), with the second largest age group being 26-45 years old (40%). Education-wise, 85% had finished secondary vocational or higher level of education, reflecting a highly qualified respondent group typical for professional procurement work.

Table 1. Socio-demographic Profile of Respondents (n = 148)

	Category	Frequency	%
Gender	Male	64	43.2
	Female	84	56.8
Age	25 years & less	1	0.7
	26-45 years	59	39.9
	46-60 years	71	48
	60 years & more	17	11.5

Education	Pre-vocational	18	12.2
	secondary		
	Higher general	2	1.4
	secondary		
	Pre-university	1	0.7
	Secondary vocational	57	38.5
	Higher vocational	64	43.2
	Academic master's	6	4.1

3.2 Measurement Development

The instrument for the survey was designed to measure the constructs addressed in the conceptual model. Published multi-item scales from earlier peer-reviewed articles were adopted and similarly adapted to be relevant for the B2B and green marketing context. Clarity, content validity, and contextual appropriateness were obtained through a pre-test among a small group of purchasing professionals.

All items were on five-point Likert scales ranging from 1 = strongly disagree to 5 = strongly agree. The survey was not specific to one brand, but asked the respondents to rate a green product brand of their choice. This format enhanced both reliability and generalizability by focusing on perceptions rather than brand-specific biases.

3.2.1 Green Customer Loyalty (GCL)

This factor measures behavioral intentions, such as repeat buying, word-of-mouth, and premium price willingness. It was measured using three items borrowed from (Creignou & Nuangjamnong, 2022). Sample items include: I will recommend this brand's green products to others.

3.2.2 Green Customer Satisfaction (GCS)

Green satisfaction is the extent to which a company satisfies customers' environmental needs and expectations. There were six items of prior research (Ahmed, Streimikiene, et al., 2023) utilized to measure this variable. Sample items include: This brand meets my expectations for offering environmentally friendly products.

3.2.3 Green Product Price (GPP)

Perceived price was elicited through three items measuring the fairness and acceptability of price disparity over compared products (Simanjuntak et al., 2023). Sample items include: I believe the price of this green product is reasonable compared to similar non-green products.

3.2.4 Green Corporate Image (GCI)

This variable captures stakeholders' perceptions of a company's environmental responsibility and ecological position. Four items were adapted from (Awan et al., 2018). Sample items include: I perceive this company as environmentally responsible.

3.2.4 Salesperson's Green Expertise

Salesperson expertise is the amount of knowledge, skills, and abilities that salesperson representatives possess regarding environmental products. Four items were adapted from (Atkinson & Rosenthal (2014) but with adjustments to fit the theme of green marketing. Sample item include: The salesperson demonstrates expertise in explaining the sustainability features of the products.

3.3 Data Analysis Strategy

Partial Least Squares Structural Equation Modeling (PLS-SEM) was employed in the research to test the conceptual model and determine measurement and structural relationships. PLS-SEM was chosen for several methodological purposes. First, the dominant research purpose was prediction and theory building rather than theory confirmation. Second, the sample size ($n = 148$) and potential non-normality of the responses made PLS-SEM more appealing than covariance-based SEM (CB-SEM), which typically

requires larger samples as well as more stringent distributional assumptions (Hair et al., 2017). The analysis was conducted in a two-step process:

1. Measurement Model Assessment – to validate indicator reliability, internal consistency, convergent validity, and discriminant validity.
2. Structural Model Evaluation – to evaluate the path coefficients, significance levels, R^2 values, effect sizes (f^2), and predictive relevance (Q^2).

5,000 resamples bootstrapping was used to estimate the significance of the hypothesized relationships. Control variables like age, gender, and education were kept in tests but not in the final model since none had a significant effect on the endogenous variables.

4. Results

4.1 Control Variables

Before testing hypothesized relationships, demographic controls, i.e., age, sex, and education level of respondents, were included in the model as control variables to determine if they were potentially affecting the dependent variable. Analysis revealed no significant correlations for these demographic variables with the dependent variable. They were therefore removed from further analysis for the sake of parsimony in the final structural equation model.

4.2 Measurement Model Evaluation

The measurement model assessment was on discriminant validity, convergent validity, and reliability. Reflective models were employed in modeling all the constructs within this study.

Indicator reliability was examined via factor loadings, with the lowest acceptable value being 0.70. All the indicators except one (Quality3 = 0.675) were above this threshold and were retained since their removal did not improve CR or AVE.

Internal consistency was quantified using Cronbach's Alpha and CR. Both the figures were greater than the proposed cut-off points of 0.70 (Atkinson & Rosenthal, 2014), and it ensured the acceptable reliability. Convergent validity was ascertained using AVEs; all the constructs had AVEs in excess of 0.50, which indicates that over half of the variation in each construct was accounted for by the indicators. Furthermore, Discriminant validity was established through two methods: Fornell–Larcker criterion & HTMT. AVE square roots (diagonal elements) value from Table 2 exceeded inter-construct correlations and met the Fornell–Larcker criterion. Likewise, HTMT ratios were below the recommended value of 0.85, further establishing discriminant validity. These results collectively guarantee that the measurement model portrayed reliability and validity.

Table 2: Discriminant validity

Variables	1	2	3	4	5	6
GCI	(0.804)					
GCL	0.491	(0.87)				
GPP	0.554	0.437	(0.876)			
GPQ	0.422	0.435	0.366	(0.742)		
SGE	0.213	0.498	0.232	0.11	(0.883)	
GCS	0.53	0.747	0.463	0.384	0.572	(0.767)

4.3 Structural Model Evaluation

After the measurement model, the structural model was inspected to confirm the hypothesized relationships among the constructs. The analysis began with a test of multicollinearity that was performed

through VIF. All the inner VIF values ranged from 1.000 to 1.582, which is far below the critical value of 5, hence showing no problem with multicollinearity.

The Coefficient of Determination (R^2) was subsequently examined to gauge the model's explanatory power. Green customer satisfaction was 0.541, and green customer loyalty was 0.605. Based on Hair et al. (2017), the values reflect moderate explanatory power.

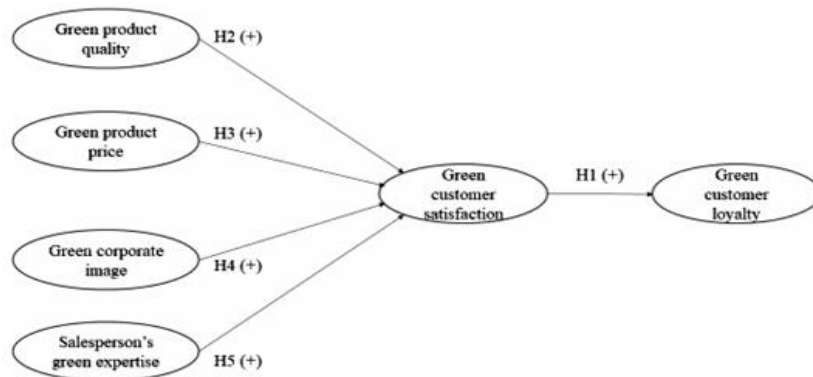


Figure 1. Conceptual Model

4.4 Hypothesis Testing

Hypothesized paths were established via the bootstrapping method (5,000 resamples). The results are tabulated in Table 3. The proposed hypotheses (H1–H5) were supported, and each path had positive and statistically significant effects at conventional significance levels.

Table 3. Hypothesis Testing

Hypothesis	Relationship	β	t-value	P-value
H1	GCS- GCL	.748	25.853	$p < 0.01$
H2	GPQ- GCS	.174	2.474	$p < 0.01$
H3	PGP- GCS	.146	2.114	$p < 0.05$
H4	GCI- GCS	.284	3.053	$p < 0.01$
H5	GES- GCS	.461	8.163	$p < 0.05$

4.5 Mediation Analysis

The total effects were also estimated to find out the direct and indirect effects of antecedent variables on green customer loyalty via green customer satisfaction. Based on Table 4, it is clear that all the antecedents possess significant total effects, thus confirming that green customer satisfaction is actually an important mediator in the model. Of the antecedents, green expertise of a salesperson had the largest combined influence ($\beta = 0.392$, $p \leq 0.001$), followed by green product quality ($\beta = 0.248$) and green company image ($\beta = 0.233$). Though the combined influence of green price was as low as ($\beta = 0.126$), it was statistically significant. All these findings together add to the importance of both person-to-person and product-related variables in fostering customer loyalty in B2B green markets. To obtain more information regarding the relative importance of the antecedent variables, effect sizes (f^2) and predictive relevance (q^2) were estimated. Effect size (f^2) expresses the difference in R^2 when an exogenous construct is deleted from the model, and q^2 is employed to estimate the predictive relevance of each construct.

As presented in Table 5, green knowledge of the salesperson showed largest effect size ($f^2 = 0.436$) and

greatest predictive relevance ($q^2 = 0.17$), making it the most important criterion in green customer satisfaction formation. Green corporate image ranked second with a medium effect ($f^2 = 0.112$), followed by green product quality and price, both of which recorded smaller but appreciable effects. In addition, the Stone–Geisser values for endogenous constructs were 0.313 for GCS and 0.414 for GCL, both of which are positive and much higher than zero, indicating that the model is highly predictive with high relevance.

Table 4: Exogenous Constructs (Total-effects)

Path	Total effects
GCI- GCL	0.233***
GPP - GCL	0.126*
GPQ - GCL	0.248***
SGE - GCL	0.392***

Table 5. Effect Sizes for GCS

	f2 effect	q2 effect
GCI	0.112	0.04
GPP	0.027	0.01
GPQ	0.053	0.02
SGE	0.436	0.17

5. Discussion

This study examined how pricing, product quality, corporate image, and salesperson know-how affect green customer satisfaction and loyalty among B2B professional customers. The findings are theoretical and managerially significant to understanding how ecologically focused marketing campaigns work in industrial marketplaces, where rational, performance-based considerations drive purchasing decisions. H1 is confirmed by the positive and strong association between green consumer happiness and loyalty. This is consistent with existing consumer market research that claimed satisfaction was an important precursor to loyalty growth (Fang et al., 2020). In B2B. In B2B relationships, this connection reveals that even business buyers, usually thought to be very rational decision-makers, establish affective ties toward suppliers with or better than expected environmental performance. Faction thereby operates as an underlying mediating mechanism, translating firms' green marketing activities into long-term loyalty behaviors, for example, repeat buying and positive word of mouth. Satisfaction was also confirmed (H2). That means business-to-business customers judge green goods primarily on their functional performance attributes, like performance, durability, and environmental legislation. The result is consistent with previous B2C studies, which emphasize that product quality is a decisive factor in consumers' perception of sustainable products (Aledo-Ruiz et al., 2022). To suppliers, it means the need to ensure environmental technology does not compromise functionality. In B2B markets, where the reliability of business is essential, green alternatives should be as good as traditional goods to create buyer satisfaction and trust. The research once again demonstrated that green product price possesses a strong, albeit weaker, effect on satisfaction (H3). Although prior studies have established that consumers are, at times, willing to pay a price premium for green products (Tseng et al., 2014), B2B buyers are more prudent. However, the positive association indicates that if professional buyers view price differentials as equitable and legitimized by environmental value, satisfaction improves. This establishes the significance of price fairness and value communication in industrial green marketing. Managers should therefore emphasize



life-cycle cost savings, regulatory compliance benefits, and corporate sustainability benefits in defense of premium pricing. The positive green corporate image was also shown to influence satisfaction positively (H4), as the study evidenced. This finding is in support of previous research linking corporate image to satisfaction and loyalty (Jin et al., 2023b). In business, a good environmental reputation assists in boosting the legitimacy and credibility of a firm, especially in ecologically sensitive sectors such as manufacturing and cleaning. Corporate reputation is usually a point of reference for professional buyers when evaluating suppliers since it is an indirect assurance of ecological compliance and proper conduct. However, a widespread trend of greenwashing, greenwashing is a kind of fraud or hyperbole of environmental credentials—demands genuineness. Transparency of communication, third-party certifications, and quantifiable sustainability data are therefore required in order to establish confidence and satisfaction among B2B buyers. Among all the antecedents, the salesperson's green expertise was the best predictor for satisfaction (H5). This finding reveals the dominance of human contact in industrial markets in the midst of increasing digitalization. Informed and credible sales reps don't just convey technical product information but also interpret environmental requirements, describe regulatory requirements, and cross ecological value to business terminology for buyers. Such a capability brings social trust, increases buyer–supplier relationships, and has instant impacts on satisfaction and loyalty (Li et al., 2021; Szabo & Webster, 2021).

The results contribute to the literature as they empirically validate salesperson expertise as a green marketing literature novelty construct. Salesperson competence in conventional B2B marketing had been identified by prior research (Dhir et al., 2021), but this study applies the concept to environmental contexts. The findings indicate that firms seeking to enhance the effectiveness of their environmental marketing effort would benefit from investing in training programs that enhance sales forces' environmental knowledge, product knowledge, and communications skills. From a broader theoretical perspective, these findings highlight the necessity to integrate supply chain management with marketing in sustainability initiative design. The integration of both areas can be covered through principles such as green demand-chain management (Dahlquist, 2021), which bridges customer-oriented marketing efforts with sustainable transportation and sourcing. By linking upstream and downstream processes, businesses are able to create more holistic green value propositions that drive satisfaction and loyalty with business customers. In addition, the research is supportive of recent advocacy for comprehensive methods of sustainability that integrate economic, environmental, and social aspects, aligned with (Gelderman et al., 2021b) restatement of the triple-bottom-line framework. The interaction between professional buyers and eco-friendly suppliers makes positive contributions to market competitiveness and overall ecological results.

5.1 Theoretical Implications

Firstly, the study introduces salesperson expertise as a critical determinant in B2B green marketing, emphasizing its role in influencing professional buyers' satisfaction and loyalty. This extends existing literature by applying the concept of salesperson competence, traditionally studied in conventional B2B marketing, to environmental contexts. Secondly, the findings reinforce the significance of green product quality and corporate image in shaping customer satisfaction and loyalty, suggesting that these factors are crucial in B2B green marketing. Thirdly, the research contributes to the theoretical understanding of green marketing by addressing its impact in B2B environments, a gap that has been largely overlooked in previous studies focused on B2C markets. Lastly, the study advocates for integrating supply chain management with marketing, proposing that such integration can enhance the effectiveness of sustainability initiatives, thereby offering a more holistic approach to green marketing in industrial settings.

5.2 Practical Implications

Firstly, the study introduces salesperson expertise as a critical factor in B2B green marketing, expanding the traditional understanding of salesperson competence to include environmental knowledge as a key



driver of customer satisfaction and loyalty. Secondly, it extends green marketing theory by applying it to B2B contexts, filling a gap in the literature that has largely focused on consumer markets. Thirdly, the research emphasizes the importance of green product quality and corporate image, showing that these factors are significant in influencing green customer satisfaction and loyalty in professional buyers. Lastly, the study advocates for the integration of supply chain management with marketing strategies, proposing that such an approach enhances the effectiveness of green marketing initiatives and provides a more holistic perspective on sustainable business practices.

8. Limitations and Future Research Directions

Although the current research has made a significant contribution, it has certain limitations, which offer future research opportunities. To start with, the sample was restricted to purchasing professionals of the Dutch cleaning industry, which can limit the externalization of the findings. The sample used in future research should be extended to cover various industries, as well as cross-country comparisons to examine the possibilities of different contextual variations. Second, a cross-sectional design restricts the possibility of making causal conclusions. Experimental or longitudinal designs may be more useful in the future to have a better insight into the changing relationships between satisfaction, loyalty, and green marketing practices. Moreover, the construct of the green expertise of the salesperson, which has undergone modification and validation to fit into this study should also be re-validated in other industries to establish its predictive validity as well as its dimensionality. The marketing variables used in the current study were primarily centered; some aspect of future research might be to include other variables such as trust, green brand image, and service quality all of which are good predictors of consumer loyalty. Also, though this study focused on the environmental sustainability aspect, it would be more effective to incorporate social sustainability aspect, including labor practices and community relations, as it will offer a holistic perspective of sustainability in B2B context. Lastly, this research was only founded on the perceptions of buyers, and the inclusion of supplier views in future studies may present a more holistic picture of how green marketing relations work. Further studies could extend the analysis framework by incorporating other associated variables and a multi-stakeholder concept to develop the sense of sustainable marketing as associated with industrial settings.

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