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Analysing the Facilitators and Impediments in Business-to-Business Buyers' Decisions to Purchase Green Products

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Abstract

This study investigates the key drivers and barriers affecting business-to-business (B2B) buyers' adoption of green products. Drawing on a conceptual multilevel framework, it examines how access to sustainability information, environmental awareness, and effective green marketing help green procurement decisions. The analysis further highlights the influence of persuasive communication, social norms, and environmental consciousness on strengthening purchase intentions. In contrast, excessive costs, limited product availability, scepticism toward eco-labels, and insufficient information are identified as major obstacles. The findings underscore the dynamic interplay between enabling and inhibiting factors and suggest strategic pathways for businesses to promote sustainable procurement. This research contributes to the sustainability discourse by offering actionable insights for encouraging environmentally responsible purchasing in B2B contexts.

Introduction

As companies around the world address environmental issues such as pollution, resource depletion, and climate change, sustainability has become an increasingly significant element of corporate strategy. One of the most important aspects of this movement is green procurement, which involves choosing eco-friendly products (Adrita, 2020). Consumers are increasingly choosing green products with lower environmental impact to meet regulations and support corporate social responsibility. These products in the B2B market include recycled raw materials, biodegradable packaging, and energy-efficient machinery. Purchase decisions made in business-to-business settings significantly influence entire supply chains, highlighting their importance in global sustainability initiatives. However, incorporating eco-friendly products into B2B procurement presents distinct challenges (Adrita, 2020; Aertsens et al., 2011; Akehurst et al., 2012; Asih et al., 2020).

While many businesses highlight benefits such as cost savings, improved brand recognition, and regulatory compliance, others face barriers including higher costs, concerns about product quality, and internal resistance to change. Promoting the widespread adoption of green procurement requires a thorough understanding of these dynamics. This study therefore has two aims: (1) to find the main factors that

encourage the use of green products in procurement, and (2) to examine the barriers preventing the adoption of sustainable purchasing practices.

Green Marketing in B2B: Using Sustainable Practices for Enhanced Competitiveness and Environmental Responsibility

As businesses place greater emphasis on sustainability and environmental responsibility in their operations and product offerings, green marketing has grown within the B2B sector. Although there is no single universally accepted definition of a “green product,” key characteristics frequently associated with this concept include durability, recyclability, energy efficiency, water conservation, reduced emissions, and the use of safe or non-toxic materials (Asih et al., 2020; Brach et al., 2018; Cai et al., 2017). Enterprises working in the B2B domain provide products and services that help client firms in reducing operational costs, mitigating environmental impacts, and following evolving regulatory frameworks. Promoting energy-efficient products is a principal part of green marketing strategies. Industries such as manufacturing, organization, and information technology actively innovate to reduce energy consumption during both production and usage stages (Akehurst et al., 2012). Certifications such as Energy Star further enhance credibility while lowering operational costs for customers.

A parallel commitment exists toward implementing water-efficient products and processes that conserve essential resources, particularly in sectors such as construction. Reducing harmful emissions is another critical dimension of B2B green marketing. Firms are developing low-emission technologies, production methods, and products to help organisations reduce carbon footprints and follow national and international environmental standards. Recyclability is another core attribute of environmentally responsible B2B products (Aertsens et al., 2011). Some companies design products specifically for recycling or manufacture them using recycled materials, thereby contributing to circular economy principles. Similarly, the adoption of sustainable materials in construction components, office supplies, and packaging reduces waste and environmental impact.

Third-party certifications such as the Forest Stewardship Council (FSC) for sustainably sourced wood and ISO 14001 for environmental management systems enhance legitimacy and strengthen trust among environmentally conscious partners. Beyond product attributes, B2B firms integrate sustainability into operational processes by improving supply chain transparency, applying lean production techniques, and using renewable energy sources (Chen, 2010). For example, construction firms increasingly adopt solar panels and fly ash bricks to reduce environmental impact. In parallel, technology companies prioritise green Information Technology (IT) solutions, including eco-friendly packaging and energy-efficient data centres. By aligning green marketing with Corporate Social Responsibility (CSR) initiatives, firms reinforce their brand positioning and value propositions (Ciobanu et al., 2022).

One illustrative case is Dell’s “Go Green with Dell” campaign, which promotes equipment recycling, sustainable packaging, and energy-efficient IT solutions (Dangelico et al., 2021). Similarly, companies such as Godrej implement product

exchange and industrial collaboration programs that replace outdated technologies with environmentally superior alternatives, reflecting broader industrial symbiosis initiatives (Erzinger, 2009; Nozaki, 2011; Wolf & Petersson, 2007). Regulatory pressures further accelerate the adoption of green marketing strategies. Environmental regulations such as the Kyoto Protocol's Clean Development Mechanism and India's Environment Protection Act compel firms to implement sustainable practices. B2B models running in highly regulated sectors not only follow such frameworks but also enhance competitive positioning by embedding sustainability into core business processes (Daugbjerg et al., 2014). Green products also show resilience during periods of economic instability. During the 2008–2009 global recession, several firms continued launching environmentally friendly initiatives, highlighting sustained demand for sustainable solutions (Davies et al., 2002). Datamonitor reported the introduction of over five hundred environmentally friendly products in the first half of 2009, underscoring continued market interest.

In conclusion, green marketing within the B2B sector is a strategic business approach that addresses regulatory requirements while responding to evolving market expectations. Through green product innovation, sustainable operations, and environmentally responsible marketing strategies, firms enhance competitiveness, reduce costs, and strengthen brand reputation (Dawson, 2014). By delivering sustainable goods and services, B2B companies simultaneously contribute to broader environmental aims and generate long-term economic value.

Literature Review

The transition towards sustainability is encouraging businesses across sectors to adopt environmentally responsible practices. One key aspect of this shift is green procurement, which is now a vital part of many corporate strategies. Choosing eco-friendly products such as energy-efficient equipment, biodegradable packaging, and recycled materials—is not only essential for following legal requirements but also for addressing global challenges like resource depletion and climate change (Do Paço et al., 2014). In the business-to-business context, firms' choices to prioritize green products have far-reaching impacts. These decisions can influence entire supply chains, setting off a broader movement toward sustainability within interconnected networks. Many companies are showing that green procurement barriers are surmountable.

Better access to information about the environmental impact of products empowers businesses to make informed and effective decisions. The growing environmental awareness among business-to-business buyers is also driving demand for sustainable products. These products provide long-term value, such as reduced waste and operational cost savings (Do Paço & Raposo, 2009; Drozdenko et al., 2015; Hair et al., 2009).

Regulatory frameworks further support this shift by offering incentives for compliance with environmental standards (Hu & Ma, 2020). The credibility of third-party certifications—such as ISO standards and Energy Star labels—assures customers that the products meet strict environmental criteria. Corporate social responsibility (CSR) initiatives also play a pivotal role by encouraging firms to adopt sustainable practices that strengthen their public image and relationships with environmentally

conscious stakeholders. As a result, green marketing has evolved from a niche strategy into a core business function. Through eco-friendly branding and messaging that emphasizes quality and affordability, companies can display their commitment to sustainability. Eco-labels and certifications enhance consumer confidence, while sustainable operations—such as the use of renewable energy and ethical supply chain practices—help reduce environmental impacts and operational costs (Karatu & Mat, 2015).

The current challenges facing businesses also present opportunities for innovation and growth. By strategically investing in green products, companies can offset higher first costs and achieve long-term value. Promoting transparency helps reduce scepticism about eco-labels and certifications. Collaborative efforts within industries can address the limited availability of green products, particularly in niche markets (Jaiswal & Kant, 2018). Despite the challenges business to business buyers face—such as limited technical knowledge and information gaps—there is significant potential for expanding sustainable procurement. Organisational resistance and inertia can be reframed as opportunities to drive change, encouraging firms to evolve beyond traditional procurement practices. This transition requires increased awareness and tailored strategies that address the unique contexts of different businesses. A clear understanding of both facilitators and barriers is essential for advancing green procurement. While CSR programs, regulatory support, information access, and green marketing are key enablers, persistent barriers—such as excessive costs, mistrust in eco-certifications, and product unavailability—must also be strategically addressed (Joshi & Rahman, 2015).

In conclusion, the factors influencing business to business buyers' decisions to buy green products have been the subject of several empirical studies. These studies highlight both important adoption-promoting factors and obstacles to the shift to sustainable procurement. These facilitators and obstacles as found in the body of current scholarly literature (see Table 1).

Table 1
Enablers and Barriers in business-to-business Green Product Purchasing

No.	Enablers (Drivers)	No.	Barriers (Challenges)
1	Customer demand for sustainable products	31	Excessive cost of green product implementation
2	Environmental collaboration with customers	32	Financial constraints and lack of funding
3	Awareness of green benefits among buyers	33	Limited government incentives for green business
4	Government regulations supporting green initiatives	34	Complex regulatory requirements
5	Compliance with national and international laws	35	Lack of enforcement of green policies
6	Import/export regulations promoting sustainability	36	Shortage of green suppliers in the market
7	Pressure from NGOs and environmental groups	37	Excessive cost of eco-friendly raw materials

8	Media influence on corporate sustainability	38	Difficulty in integrating green suppliers
9	Cost savings from green product adoption	39	Resistance from suppliers to adopt green practices
10	Availability of financial incentives and subsidies	40	Lack of customer awareness about sustainability
11	Competitive advantage through sustainability	41	Weak market demand for green products
12	Market differentiation using green branding	42	Unaffordable prices of sustainable alternatives
13	Corporate Social Responsibility (CSR) policies	43	Lack of top management commitment
14	Company commitment to sustainability goals	44	Organisational resistance to change
15	Supplier collaboration for eco-friendly sourcing	45	Weak company culture towards green adoption
16	Green certification programs for suppliers	46	Limited technical ability in sustainability
17	Top management support for green initiatives	47	Slow adoption of green technologies
18	Strong leadership in environmental management	48	Lack of integration of IT systems
19	Green brand image and corporate reputation	49	Competitive price pressures
20	Recognition from third-party sustainability bodies	50	Complexity in measuring green benefits
21	Implementation of Environmental Management Systems (EMS)	51	Challenges in defining environmental metrics
22	Employee engagement in sustainability efforts	52	Lack of social pressure for green adoption
23	Training programs for green skills and knowledge	53	Employee resistance to new initiatives
24	Adoption of eco-friendly technologies	54	Complexity in designing recyclable products
25	Investment in research and green innovation	55	Fear of failure in green projects
26	Internal policies promoting sustainable practices	56	Corruption and weak regulatory enforcement
27	Organizational values supporting green initiatives	57	Lack of bank encouragement for green projects
28	Green supply chain integration	58	Lack of green training programs
29	Internationalisation and global green trade expansion	59	Market uncertainty about investments
30	Risk management strategies for environmental compliance	60	Limited promotion of eco-friendly products

The above table presents a comprehensive summary of the major enablers and barriers influencing the adoption of green products among business-to-business buyers. The enablers (Drivers) highlight the internal and external factors that promote sustainable purchasing decisions, such as customer demand for eco-friendly products, regulatory support, corporate commitment to environmental goals, and the availability of green technologies. These factors collectively strengthen a firm's competitive advantage, enhance brand reputation, and contribute to long-term sustainability. On the other hand, the barriers (Challenges) emphasize the key obstacles that hinder green adoption, including high implementation costs, limited financial resources, regulatory complexities, and weak market awareness. Organisational resistance, lack of management support, and insufficient technical ability further worsen the slow transition toward green procurement. Understanding these enablers and barriers provides valuable insights for policymakers, practitioners, and business leaders to design strategies that promote sustainable purchasing and overcome constraints in the business-to-business context.

Research Methodology

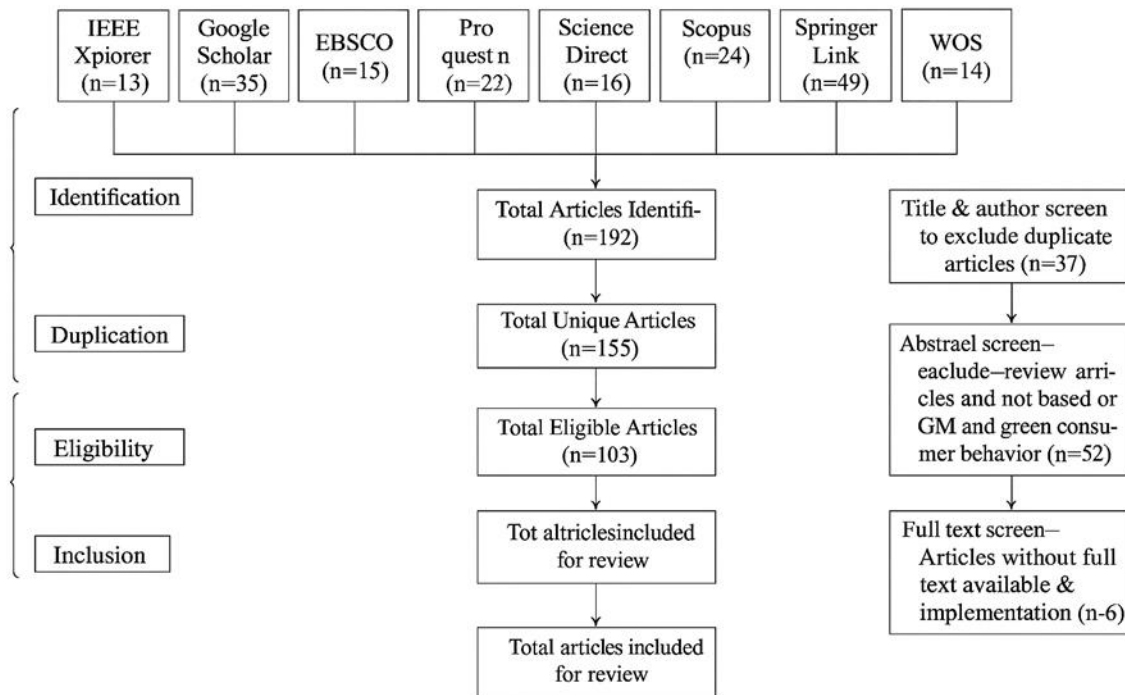
Systematic Review Methodology: PRISMA Approach

Ensure methodological transparency and academic rigour in the review of green marketing within the business-to-business context, the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) framework was employed. This structured method helps a clear and replicable process for finding, screening, and including relevant literature. The systematic review aimed to merge research on the factors influencing the adoption of green marketing practices in business-to-business environments, specifically investigating how sustainable business practices can yield a competitive advantage while addressing environmental concerns.

Searches were performed in Scopus, Web of Science, IEEE Xplore, ProQuest, and Google Scholar using keywords like “business-to-business green marketing,” “sustainable procurement,” and “green product adoption.” From a first pool of 192 records, duplicate articles were eliminated, and the remaining entries were screened based on titles, abstracts, and the availability of full texts. This rigorous screening process resulted in the inclusion of ninety-seven studies in the final review. The analysis focused on research published between 2011 and 2024, with particular attention to studies from India and other global contexts. The PRISMA flow diagram, (Figure 1) summarizing the selection process.

Figure1

PRISMA Flow diagram



The PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) flow diagram in Figure 1 illustrates the systematic process undertaken to find, screen, and include relevant studies for this review. The identification stage involved retrieving 192 articles from seven major databases—IEEE Xplorer, Google Scholar, EBSCO, ProQuest, ScienceDirect, Scopus, Springer Link, and Web of Science (WOS). After removing duplicate records (n=37), 155 unique articles stayed. During the eligibility assessment, review papers and studies unrelated to green marketing (GM) or green consumer behavior (n=52) were excluded. Additionally, six articles lacking full-text access or sufficient implementation details were removed. Consequently, a total of ninety-seven articles met the inclusion criteria and were considered for detailed review. This rigorous screening ensures the reliability and comprehensiveness of the literature synthesis, providing a robust foundation for analyzing enablers and barriers in B2B green product adoption.

This study conducts a detailed literature review to find key factors that influence business to business buyers' decisions about green product purchases. Based on prior research (Memon et al., 2019; Mishal et al., 2017; Ramayah et al., 2010), this study analyses journal articles, conference papers, and academic theses. The identified factors are categorised into two primary groups: enablers and barriers. Each of these groups is further subdivided into internal and external factors (Mohammed et al., 2020). The ranking of these factors is decided by their frequency of occurrence in the existing literature.

Classification of Enablers and Barriers in Green Product Purchasing

Finding the elements that help or hinder companies' acquisition of green products has become a more important focus of recent research. These factors have been the

subject of numerous studies in a variety of industries (Le & Hoang, 2020; Lim & Ting, 2011; Lockwood & MacKinnon, 1981; Lopes et al., 2024; Marakanon & Panjakajornsak, 2017; Melović et al., 2020). Businesses are implementing more sustainable procurement practices because of growing environmental concerns. Numerous elements that fall within the categories of internal and external enablers have an impact on this transition. Corporate policies, leadership dedication, cost-cutting possibilities, and investor expectations are examples of internal facilitators. Regulatory restrictions, consumer demand, supplier influence, and competitive market trends are examples of external enablers (Mostafa, 2006; Nia et al., 2018; Nozaki, 2011).

Businesses face a range of internal and external obstacles that complicate green purchasing. Internal obstacles that can impede success include a lack of funds, a lack of experience, and opposition to change. External obstacles include stringent laws, the high price of environmentally friendly substitutes, and a lack of sustainable providers (Sharma et al., 2022). Numerous internal and external factors influence the decision-making process for the purchase of green products in business-to-business settings. Aspects including financial considerations, managerial support, corporate sustainability pledges, and technology capabilities are examples of internal variables, also known as enablers, which come from within the firm. On the other hand, market dynamics give rise to external facilitators, such as supplier cooperation, regulatory requirements, and consumer demand. These enablers are categorised and ranked (see Table 2) based on their importance in the body of current research.

Table 2
Internal Enablers Affecting Green Product Purchasing in Business-to-Business Markets

Rank	Internal Enablers	No. of Citations	Key Authors
1	Corporate Social Responsibility (CSR) policies	20	(15–18,24,25,31–35,47,52,53,56–59)
2	Company commitment to sustainability goals	18	(15,17,21,22,27,28,30–33,35,39,41,52,53,57–59)
3	Top-level managerial support and effective leadership	14	(14, 25, 27, 28, 31, 35–40, 42, 46, 53, 57)
4	Strong leadership in environmental management	13	(22,24,25,27,31–35,39,52,53,57)
5	Green brand image and corporate reputation	12	(20,22,24,29–31,34,39,41,46,47,53)

Rank	Internal Enablers	No. of Citations	Key Authors
6	Recognition from third-party sustainability bodies	9	(25,29,31,35,38,41,42,52,57)
6	Green knowledge, technology, and firm capabilities	9	(16,19,20,25,31,33,40,46,57)
7	Organisational values and sustainability commitment	8	(15,18,31,40,44,46,53,58,49)
7	Internal policies and guidelines	8	(16,17,27,28,36,40,47,59)
8	Adoption of green practices	7	(20,24,25,37,47,53,57)
9	Accountability for the disposal of hazardous materials	6	(16, 17, 22, 32, 41, 59)
10	Sustainable product innovation	5	(31,34,39,43,47)
11	Strategic competitive positioning	4	(18,55,31,59)
11	Role of policy-driven change agents	4	(41,18,59,22)
11	Influence of owners and shareholder stakeholders	4	(59,52,31,22)
11	Enterprise-level risk governance and management	4	(18,22,53,14)
11	Corporate strategy	4	(14,31,37,40)
12	Performance improvement objectives	3	(33,41,59)
13	Quality improvement goals	2	(47,59)
Rank	External Enablers	No. of Citations	Key Authors
1	Customer demand for sustainable products	34	(8,14–22,24,25,27,30–33,35,37,39–41,43,44,46,47,52–59)
2	Environmental collaboration with customers	33	(8,15–22,24,25,27,30–37,39–41,43,46,47,52–55,57–59)

Rank	Internal Enablers	No. of Citations	Key Authors
3	Awareness of green benefits among buyers	20	(14,18,22,25,28,31–33,35,37,38,41–43,46,52–54,58,59)
4	Government regulations supporting green initiatives	19	(15,16,21,22,25,27,30,32,33,37–39,41–43,47,52,53,59)
5	Compliance with national and international laws	16	(14–17,20,22,24,25,31,35,37,39,41,43,46,59)
6	Import/export regulations promoting sustainability	7	(14,31,41,52–54,59)
7	Pressure from NGOs and environmental groups	4	(8,22,31,53)
8	Media influence on corporate sustainability	1	(52)
8	Availability of financial incentives and subsidies	1	(22)

Classification of Barriers to Green Product Purchasing in B2B Markets

While various enablers support the adoption of green products, certain challenges hinder their widespread acceptance. Barriers can be internal, such as a lack of management commitment, employee resistance, financial limitations, and knowledge gaps. External barriers include complex regulatory frameworks, inflated costs of sustainable alternatives, market competition, and insufficient supplier commitment. Table 3 categorises and ranks these barriers, outlining the key obstacles faced by B2B buyers in adopting green purchasing practices.

Table 3

Internal Barriers to Green Product Purchasing in B2B Markets

Rank	Internal Barriers	No. of Citations	Key Authors
1	Lack of management awareness and commitment (senior/middle)	20	(18,23,26,27,29,32,41,45–51)
2	Employee resistance to change	18	(15,17,21,22,27,28,30–33,35,39,41,52,53,57–59)

Rank	Internal Barriers	No. of Citations	Key Authors
3	Lack of financial resources & excessive costs	16	(25,27,28,31,35–40,42,46,53,57)
4	Limited organisational structure/support for sustainability	14	(22,24,25,27,31–35,39,52,53,57,55)
5	Lack of technical knowledge/expertise	12	(20,22,24,29–31,34,39,41,46,47,53)
6	Insufficient training and education on green practices	10	(25,29,31,35,38,41,42,52,57)
7	Lack of internal policies and strategic direction	9	(16,19,20,25,31,33,40,46,57)
8	Limited R&D for green innovation	8	(15,18,31,40,44,46,53,58)
9	Perceived low ROI from green investments	7	(16,17,27,28,36,40,47,59)
10	Complex integration of green practices into supply chain	6	(20,24,25,37,47,53,57)
11	Unclear performance metrics for green initiatives	5	(16,17,22,32,41,59)
12	Elevated risk/uncertainty in green investments	4	(31,34,39,43,47)
Rank	External Barriers	No. of Citations	Key Authors
1	Lack of government support & incentives	22	(14,18,22,25,28,31–33,35,37,38,41–43,46,52–54,58,59)
2	Unclear or complex environmental regulations	20	(8,15–22,24,25,27,30–37,39–41,43,46,47,52–55,57–59)
3	Excessive cost of green products vs conventional alternatives	18	(8,14–22,24,25,27,30–33,35,37,39–41,43,44,46,47,52–59)
4	Lack of consumer awareness and demand	16	(15,16,21,22,25,27,30,32,33,37–39,41–43,47,52,53,59,60)
5	Limited supply chain collaboration and transparency	14	(14–17,20,22,24,25,31,35,37,39,41,43,46,59)
6	Insufficient supplier commitment	12	(14,31,41,52–54,59)
7	Market competition prioritising cost over sustainability	10	(8,22,31,53)

Rank	Internal Barriers	No. of Citations	Key Authors
8	Lack of standardised green product certifications	7	(14,31,41,52–54,59)
9	Global economic uncertainty affecting investments	5	(8,22,31,53)

Findings and Discussion

The literature review revealed sixty critical factors influencing green product buying in business-to-business markets, categorised into twenty-eight drivers and thirty-two barriers. These factors are further classified as internal or external, based on whether they originate within the organisation or from external forces. This classification provides a structured understanding of the multidimensional influences shaping green procurement practices. Financial and cost-related incentives appeared as major internal drivers. Businesses increasingly focus on reducing waste and improving resource efficiency, leading to lower long-term operational costs. These savings not only boost profitability but also improve a firm's competitive standing. In addition, a company's commitment to environmental sustainability and corporate social responsibility (CSR) plays a key role in motivating sustainable procurement. These initiatives help organisations meet legal requirements, fulfil stakeholder expectations, and enhance their brand image.

Leadership commitment is another vital enabler. When top management actively champions sustainability, green procurement is more likely to be integrated into strategic decision-making and routine operations. A company's environmental reputation also significantly shapes buying behaviour. Compliance with sustainability standards not only meets evolving customer expectations but also enhances differentiation in competitive markets. Third-party certifications and strong environmental and quality management systems further reinforce the alignment of procurement with broader sustainability aims. External influences also significantly affect green purchasing decisions. Among these, rising consumer demand for sustainable products—both domestic and international—appears as a major driver. As industries move toward eco-conscious sourcing, such demand pressures firms to adopt green procurement practices. Regulatory requirements and international compliance frameworks also compel companies to act, helping them avoid penalties and keep credibility with partners.

Public opinion, shaped by NGOs, media, and environmental groups, adds an added layer of external pressure and pushes firms to prove transparency and responsibility in their operations. Competitive pressure further encourages green adoption, as companies look to stay relevant in a market increasingly favoring sustainability. Supplier collaboration also supports these efforts, especially when sustainable, certified products are readily accessible. Despite these drivers, several internal barriers hinder adoption. The high upfront cost of eco-friendly alternatives stays a significant challenge. Many firms struggle with limited financial and human

resources, which affects their ability to assess suppliers or invest in sustainable initiatives. Moreover, lack of leadership commitment and weak strategic direction impede the institutionalization of green procurement. Cultural resistance to change or low engagement with CSR programs also slows progress.

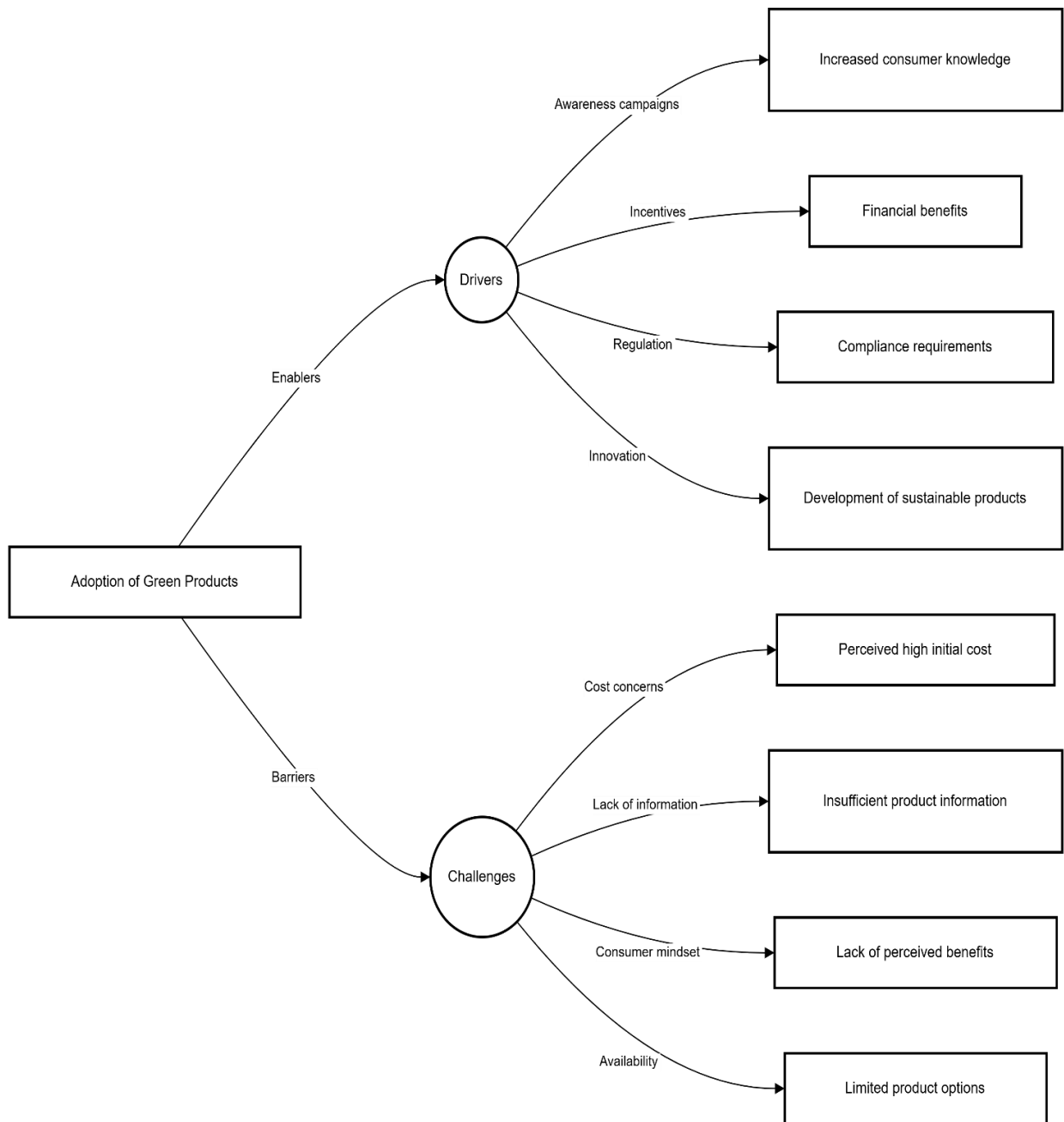
On the external front, insufficient regulatory support, and a lack of government incentives function as major constraints. Consumer-side issues—such as low awareness, poor demand, and reluctance to pay premium prices—further reduce market pull for green products. On the supply side, challenges include supplier inertia, inflated costs, poor integration into buyer systems, and difficulty sourcing sustainable materials. The absence of incentives for suppliers further limits the development of sustainable procurement networks.

In summary, both internal and external factors contribute to the complexity of green procurement in B2B markets. While the long-term advantages of sustainability are widely recognized, businesses must navigate multiple barriers to fully embrace green practices. Overcoming these obstacles will require strategic investment, strong leadership, supportive policies, and a shift in organizational culture.

Figure2

The Green Balance – Drivers and Barriers in the Journey Toward Sustainable Product Adoption

Figure 2 illustrates the dual forces influencing the adoption of green products — the **drivers** that enable sustainable transformation and the **challenges** that hinder progress. On one hand, enablers such as increased consumer knowledge, financial incentives, regulatory support, and innovation foster the development and acceptance of eco-friendly products. Conversely, barriers including high perceived costs, lack of product information, limited availability, and consumer scepticism impede widespread adoption. The balance between these opposing factors decides the overall trajectory of sustainable product integration within the market.



Conclusion

Through a survey of the body of existing research, this study aims to name, categorise, and analyse the critical elements that change B2B markets' decisions to buy green products. Businesses making the shift to sustainable procurement practices must have a thorough grasp of the factors that influence these purchasing decisions, both the facilitators and the obstacles (Krystallis et al., 2008). For decision-makers to create successful plans and ensure successful implementation, they must understand the critical factors that influence the adoption of green products. Investigate the main factors influencing and posing difficulties for B2B purchases of environmentally friendly products in diverse markets and industries, this article examines pertinent literature.

The study finds sixty important characteristics—28 enablers and thirty-two barriers—that affect the decisions of B2B purchasers. These factors are divided into internal and external components. Notably, depending on the company setting, elements including financial considerations, cost consequences, customer expectations, and regulatory impacts can play the dual roles of both drivers and impediments. Businesses are encouraged to manage the issues of cost concerns, supply chain constraints, and regulatory uncertainty while coordinating their purchasing strategy with sustainable goals. This study adds to the body of knowledge on the adoption of green products in business-to-business marketplaces and provides insightful information for companies looking to integrate sustainability into their procurement procedures. These insights can help businesses better follow sustainability requirements as they move from traditional procurement practices to more environmentally mindful purchases. There are several limits to this research, nevertheless, which pave the way for further investigation.

Notably, this study lacked an empirical evaluation of the most essential elements changing the adoption of green products as well as a comprehensive examination of the literature. To validate these findings, future research should strive to conduct thorough evaluations and case studies. Further research could also look at how adopting green products affects supply networks' sustainability and an organization's overall performance over the long run. The research reveals critical insights for managers using in business-to-business environments, highlighting the essential balance between instrumental and intrinsic value orientations when marketing green products. This understanding enables leaders to tailor their promotional strategies effectively, appealing to both rational and emotional motivators of their clients. For policymakers, these findings offer valuable guidance in designing targeted incentives and compliance programs. By aligning initiatives with the identified motivations, they can significantly enhance the adoption rates of sustainable practices among medium-sized enterprises, fostering a more environmentally responsible business landscape.

Future Research and Implementation Scope

Future research holds immense potential in exploring the dynamic evolution of green adoption across diverse sectors and regions. By using a longitudinal approach, researchers can uncover how intrinsic and instrumental motivations interact and sustain their influence over time, revealing the long-term effects of these drivers.

Moreover, the implementation of experimental interventions within B2B clusters presents a unique opportunity to capture real-time adoption patterns. This method will not only offer empirical clarity on causation but also allow for the identification of best practices that can be generalized across industries. In addition to these approaches, collaborating with industry bodies and stakeholders can pave the way for live implementation pilots. Such partnerships can foster innovative solutions and accelerate the adoption of sustainable practices, while also providing valuable feedback that can refine ongoing research.

Exploring these avenues will contribute to a deeper understanding of how companies can successfully transition towards greener operations, ensuring that sustainability becomes an integral part of their business strategies and culture. This

comprehensive approach can inspire others in the industry to follow suit, creating a ripple effect that amplifies the impact of green initiatives.

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