

Effect of Green Marketing On Green Purchasing Decision: The Mediator Role of ESG

Nadia Atshan

Tenaga Nasional University (UNITEN), Iraq

Abstract

Purpose- The purpose of this paper is to examine the impact of green marketing on green purchasing decisions by considering the mediator role of environmental, social, and governance (ESG), in the hospitality sector (group of hotels).

Design/methodology/approach - A quantitative design (questionnaire survey) was used to collect data from 180 customers in hotels in southern Iraq.

Findings- The results revealed the role of Mediator for ESG in increasing the relationship between green marketing and green purchasing decision.

Research limitations/implications- The study used a survey of hotel guests in Basra Governorate, Iraq, whose sample size is relatively small, thus affecting the generalizability and results of this study. A new study is needed to expand upon the limitations of this study. Therefore, a large sample size should be considered for further examination

Originality/value - Due to the importance of these variables in all countries, some studies have addressed them in the hospitality sector, however further studies in other sectors be conducted and other variables are incorporated.

Keywords: green marketing, green purchasing decision, environmental, social, and governance (ESG), hospitality sectors