

Organizational Green Buying: A Systematic Literature Review and Future Research Agenda

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Abstract: This research aims to investigate the current body of literature concerning organizational green buying, to identify the factors that influence green buying, and to outline a future research agenda in this domain. The analysis encompassed 145 scholarly articles pertaining to marketing, strategy, and green procurement, employing the Theory Context Characteristics and Methodology (TCCM) framework. This review revealed a variety of theoretical perspectives and industrial contexts relevant to organizational green buying. It delineated the characteristics and their interconnections, categorizing the independent variables into organizational, product, market, and technology factors that influence organizational green buying. Additionally, the study identified various moderating and mediating variables and assessed the methodologies employed to investigate the causal relationships. Finally, the review proposed a future research agenda that highlights the research gaps in this field.

Keywords: Organizational Green Buying, Green Consumption, Green Procurement, Organizational Theories, Green Purchasing

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