



INVESTIGATING THE ADOPTION OF GREEN MARKETING ORIENTATION BY SMALL MEDIUM ENTERPRISES (SMES)



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Making an impact

Collaboration between:

- Small Medium Enterprises
- Black Country Chamber of Commerce (BCCC)

PHASE 1: Intends to understand the drivers and outcomes of SMEs employing a Green Marketing Orientation.

PHASE 2: Connections will be made with policy maker: BCCC, to review the themes identified by the SMEs, triangulation of the data will link the two phases.

Theoretical Model

Natural Resource Based View (NRBV)

- Pollution Prevention
- Sustainable Development
- Product Stewardship

(Hart, 1995)

Background

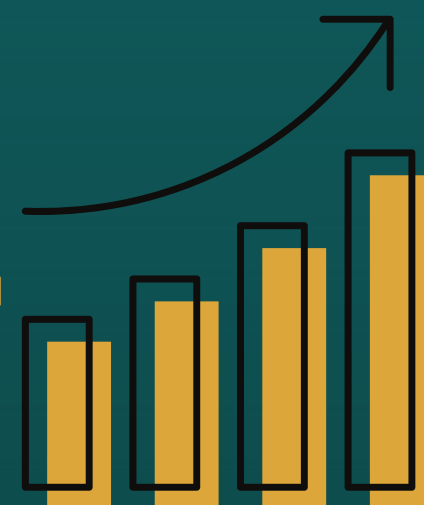
- Few qualitative studies have shown the relation of green marketing strategies to inform SME practice from an intersectoral level.
- SME strategy is regarded as an unstructured process, the internal processes are less developed and informal in their approach (Sluismans et al., 2009).
- Marketing is an area of development within SMEs, with further expertise, financial and human resources required in implementing effective change to support green marketing (Sudhakar et al, 2017; Lee, 2008)
- Green marketing is an inherent advantage, and benefit to an organisation's activities (Lash and Wellington, 2011).

Research Questions

- How do SMEs adopt a green marketing orientation within their business operations?
- What are the drivers and outcomes of a green marketing orientation for SMEs?

£98bn

UK CONSUMER SPENDING ON GREEN GOODS (Ethical Consumer, 2020)



Research Objectives

- To investigate the understanding and adoption of green marketing orientation by SMEs
- To evaluate the internal and external impacts influencing the implementation of green marketing orientation within SMEs
- To develop and construct a practical model of best practice to support SME adoption and engagement with green marketing orientation

Methodology

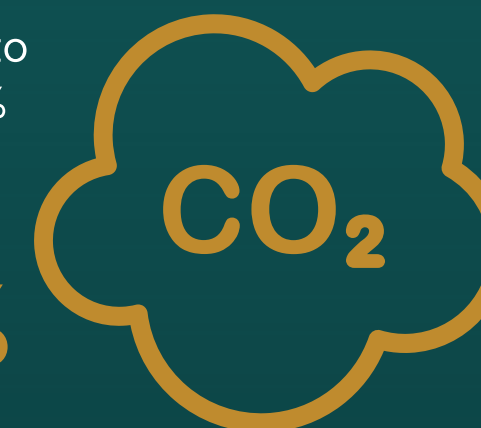
- Inductive method
- Qualitative research
- Semi-structured interviews
- Snowball sampling
- NVivo software



Addressing Societal Challenges

SMEs contribute to between 60-70% CO2 emissions

60-70%
(OECD, 2018)



References

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- OECD (2018) Environmental Policy Toolkit for SME Greening in EU Eastern Partnership Countries, OECD Green Growth Studies, OECD Publishing, Paris, Available at: <http://dx.doi.org/10.1787/9789264293199-en>.

99.9%
5.8M UK SMEs
(Europa.eu 2020)