

Explaining Consumer Support for Sustainable Business Practices in the Frontier Market of Lebanon

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Abstract

Frontier markets of the world are countries with promising long-term rewards for investors, but risky and uncertain prospects in the next few years. These pre-emerging markets include such countries as Nigeria, Bangladesh, Jordan and Lebanon. Although sustainable business practices have appeared in frontier markets, the fragility and volatility of these markets raise the question about the nature of consumer support for sustainability in these challenging markets. Specifically, not much is currently known about factors influencing consumers' purchasing support for firms pursuing sustainable business practices in frontier markets. This study contributes to macromarketers' understanding of frontier markets by addressing consumers' support for sustainable business practices in Lebanon. Structural equation modeling results of survey responses suggest that sustainable business practices influence purchasing of Lebanese consumers and are positively affected by antecedents, such as 1) Attitude toward Business Benevolence, 2) Environmental Values, and 3) Concern about Business Ethics. These results correspond to those from a US sample suggesting that support for sustainable business is not merely a phenomenon for developed markets—but for frontier markets, as well.

Keywords

developing countries, macromarketing, sustainability, Middle East, frontier market, Lebanon, support for sustainable business