SOCIETAL PROJECT

"A study on green supply chain management and its impact on consumer purchase decision."

Submitted by

NIDA FARIA 1CR23BA066

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In partial fulfillment of the requirement for the award of the degree of

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UNDER THE GUIDANCE OF

Internal guide

Dr. Chandrika N

DEPARTMENT OF MBA

CELEBRATING 30 YEARS
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CMR INSTITUTE OF TECHNOLOGY, BENGALURU.
ACCREDITED WITH A++ GRADE BY NAAC

DEPARTMENT OF MANAGEMENT STUDIES AND RESEARCH

CMR INSTITUTE OF TECHNOLOGY

#132 AECS LAYOUT, KUNDALAHALLI, BENGALURU

BENGALURU-560037.

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DECLARATION

I, Nida Faria, here by declare that the Societal project report on **"A Study On green supply chain management and its impact on consumer purchase decision"** The report is prepared by us under the guidance of **Dr. Chandrika,** faculty member of M.B.A Department, CMR Institute of Technology, Bengaluru.

I also declare that this project report is prepared in partial fulfillment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a Societal Project for a period of Six Days from July 08, 2024 to July 13, 2024. Report is prepared based on the secondary data i.e., desk-based research. I further declare that this report is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University /Institution.

SIGNATURE	**SIGNATURE**	**SIGNATURE**	**SIGNATURE**
NIDA FARIA	**Dr. CHANDRIKA**	**PROF. BRIJESH SINGH** **COORDINATOR**	**PROF. SANDEEP KUMAR** **HOD-MBA**

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Executive summary

As per the curriculum of CMRIT, Bangalore for the partly fulfillment of the major project of the post graduate of Master of Business of Administration. I have undertaken the Project work "**A study on green supply chain management and its impact on consumer purchase decision**" for a period of six days.

This project report presents the findings and recommendations from an in-depth study on the implementation of Green Supply Chain Management (GSCM) practices within the retail sector. The primary objective of this project was to assess the customer perception towards sustainability initiatives in retail supply chains, identify challenges and opportunities for adopting Green Supply Chain Management practices, and provide actionable recommendations for retailers seeking to enhance their environmental performance.

Green logistics, also known as sustainable logistics or eco-friendly logistics, refers to the integration of environmentally friendly practices into the processes of planning, implementing, and controlling the flow and storage of goods, services, and information throughout the supply chain.

The aim of green logistics is to minimize the environmental impact of logistics activities while maximizing efficiency and reducing costs. It includes the theoretical background of the study along with the literature review and research gap and research methodology with hypotheses analysis and interpretation of the data collected with relevant tables and graphs.

The report is concluded with the findings and suggestions, as a result of the study of this major project it has been able to apply the theoretical knowledge in to the practical and getting hands on experience of the work culture in the organization.

Chapter 1

Introduction

In today's rapidly evolving business landscape, the imperative for sustainability has become increasingly paramount, driving a fundamental shift in how organizations approach supply chain management. At the forefront of this transformation lies the concept of green supply chain management (GSCM), an integrated approach that seeks to harmonize economic viability with environmental responsibility. GSCM represents a paradigm shift from traditional supply chain practices, which often prioritize cost efficiency at the expense of environmental degradation. Instead, GSCM emphasizes the importance of adopting environmentally sustainable practices across every stage of the supply chain, from procurement and production to distribution and disposal.

At its core, GSCM embodies the ethos of sustainability, recognizing that the long-term prosperity of businesses is inherently intertwined with the health and resilience of the planet. This holistic perspective extends beyond mere compliance with environmental regulations to encompass proactive measures aimed at minimizing ecological footprint, conserving resources, and mitigating climate change impacts. By embracing GSCM, organizations can not only enhance their environmental credentials but also unlock new opportunities for innovation, cost savings, and competitive differentiation.

The journey towards a green supply chain begins with a revaluation of sourcing strategies, where organizations seek to align their procurement practices with principles of sustainability and ethical responsibility. This may involve sourcing raw materials from certified sustainable suppliers, prioritizing renewable resources, and reducing reliance on environmentally harmful inputs. Additionally, green manufacturing practices play a pivotal role in minimizing environmental impact, with a focus on energy efficiency, waste reduction, and emissions mitigation. Through the adoption of lean and clean manufacturing processes, organizations can optimize resource utilization, improve operational efficiency, and reduce their carbon footprint.

Efficient transportation and logistics are also integral components of GSCM, offering significant opportunities for emissions reduction and resource conservation. By optimizing transportation routes, consolidating shipments, and embracing alternative fuels and vehicle technologies, organizations can minimize fuel consumption, emissions, and transportation-related costs.

Background of the Study

Since last couple of decades, environmental issues have been increasing and traveling faster than forest fire, country to region, region to world level territory, which is a serious cause of climate change and global warming. In addition, scarcity of natural

resources and air and water pollution badly affect the fauna and flora, human life with different diseases they cause definitely, such like ischemic heart disease, lung cancer, chronic obstruction pulmonary disease, stroke, Dracunculiasis, Cholera, Hepatitis, Typhoid fever, and Norovirus. While, the green supply chain concept occurs to mitigate environmental degradations and control air, water and waste pollution through the adoption of green practices in business operations. Undeniably, the basic ideology behind green concept is to enhanced environmental sustainability, but firms adopt green concept as "kill two enemies with one bullet". Because green supply chain can reduce the environmental pollution and production costs and it also can spur economic growth, create competitive advantage in terms of greater customer satisfaction, positive image and reputation and provide better opportunity to export their products in pro-environmental countries. The definition of green idea is expanding with new innovations and techniques to protect environmental sustainability, which can be recognized by corporate social responsibility, green manufacturing, waste reduction, recycling and remanufacturing sustainable/environmentally friendly supply chain, green supply chain, etc.

The term sustainable or green supply chain refers to the idea of integrating sustainable environmental processes into the traditional supply chain. This can include processes such as supplier selection and purchasing material, product design, product manufacturing and assembling, distribution and end-of-life management. Instead of mitigating harmful impact of business and supply chain operations, green supply chain involves value addition and/or value creation through the operations of whole chain. Undeniably, reducing air, water and waste pollution is the main goal of green supply chain, while green operations also enhance firms' performance in terms of less waste manufacturing, reuse and recycling of products, reduction in manufacturing costs, greater efficiency of assets, positive image building, and greater customer satisfaction

As the impacts of climate change and resource depletion become more pronounced, organizations are increasingly recognizing the need to integrate environmentally responsible practices into their operations. One area where this shift towards sustainability is particularly evident is in logistics - the process of planning, implementing, and controlling the efficient flow of goods and services from point of origin to point of consumption.

Industry Profile

The supply chain management industry in India has been growing significantly due to the country's growing manufacturing sector, expanding consumer base, and rapid growth in e-commerce, leading to a heightened demand for advanced solutions that optimize logistics operations, enhance warehouse management functionalities.

The set of things, including designing a new service or product, obtaining raw materials, converting them into a semi-finished or finished product, their transportation, and distributing or delivering them to the end-users, is known as a supply chain. The set of

software used for seamless integration and coordination of all the fore-mentioned events, along with providing support after the sale, is known as supply chain management (SCM). Simply, it is the management of the flow of goods from the source to the user stage in a synchronized manner. All the partners, such as information system providers, vendors, third-party companies, carriers, and others, are linked and connected in this chain.

Adoption of SCM software among various firms and organizations is increasing as it allows them to efficiently manage the sourcing of the raw material, manufacturing, and assembling of any goods or products hence driving the market growth. Moreover, it also assists in tracking inventory and warehouse, managing the order entry, distribution channels, product delivery, demand planning, supply planning, procurement, and financial information, further surging the market growth. In addition, it allows management to work strategically with the company's distribution network, which is again driving the market expansion.

In terms of technology deployment, organization infrastructure, strategic partnerships, and enterprise resource management, SCM solution and services enable companies to improve their decision-making skills. Furthermore, by exploiting the acquired insights and data, SCM solutions promote strategic decision-making and assist enterprises in optimizing return on investment, strengthening their market position, and accelerating growth. Advancements in industrial-grade digital technology, a shift toward cloud-based SCM software, and a growing need for greater supply chain visibility fuel SCM market growth.

The COVID-19 pandemic had a significant positive impact on the target market. the supply chain across the world was disrupted along with a shortage of raw materials and failed to meet the requirements for supply and demand for goods and products. As a result of this, various businesses have observed a huge surge in the adoption of SCM to meet consumer demand, hence broadening its usage across the globe.

Objectives of Supply Chain Management

Supply chain management (SCM) encompasses a range of objectives aimed at optimizing the flow of goods and services from the point of origin to the point of consumption. Some of the primary objectives of supply chain management include:

1. **Cost Efficiency:** Reducing overall costs throughout the supply chain, including procurement, manufacturing, transportation, and distribution, without compromising quality or customer service.
2. **Inventory Management:** Minimizing inventory levels while ensuring sufficient stock to meet customer demand, thereby reducing holding costs and the risk of stockouts.
3. **Customer Satisfaction:** Meeting or exceeding customer expectations by delivering products or services in a timely manner, maintaining product quality, and providing excellent customer service.

4. **Flexibility and Responsiveness:** Building a supply chain that can quickly adapt to changes in customer demand, market conditions, and disruptions such as natural disasters or supplier issues.
5. **Quality Management:** Ensuring that products and services meet or exceed quality standards at every stage of the supply chain, thereby reducing defects, rework, and customer complaints.
6. **Supplier Relationship Management:** Developing strong partnerships with suppliers based on trust, collaboration, and mutual benefit to enhance the efficiency and effectiveness of the supply chain.
7. **Risk Management:** Identifying and mitigating risks such as supply chain disruptions, geopolitical instability, and fluctuations in demand or commodity prices to minimize their impact on operations.
8. **Sustainability:** Incorporating environmental, social, and ethical considerations into supply chain practices to minimize the ecological footprint, promote fair labour practices, and enhance corporate social responsibility.
9. **Innovation:** Encouraging innovation in products, processes, and technologies to drive continuous improvement and maintain competitiveness in the marketplace.
10. **Globalization:** Managing the complexities of global supply chains, including international trade regulations, cultural differences, and logistical challenges, to optimize sourcing, production, and distribution networks.

Importance of the study

The study of green supply chain management (GSCM) is of paramount importance in today's business landscape for several compelling reasons:

1. Environmental Sustainability: GSCM is crucial for mitigating the environmental impact of supply chain operations. By adopting eco-friendly practices such as sustainable sourcing, energy-efficient transportation, and waste reduction, businesses can minimize carbon emissions, conserve natural resources, and protect ecosystems, thereby contributing to global efforts to combat climate change and environmental degradation.

2. Regulatory Compliance: With an increasing focus on environmental regulations and sustainability standards worldwide, businesses are under pressure to comply with stringent requirements governing emissions, waste management, and product stewardship. A thorough understanding of GSCM principles is essential for ensuring compliance with relevant laws and regulations, avoiding penalties, and safeguarding corporate reputation.

3. Cost Reduction: Green supply chain practices often lead to cost savings in the long term. By optimizing energy usage, reducing waste, and improving resource efficiency, businesses can lower operating costs, enhance profitability, and gain a competitive edge in the marketplace. Additionally, initiatives such as lean

manufacturing and green packaging can improve efficiency and productivity throughout the supply chain.

4. Risk Mitigation: GSCM helps businesses identify and mitigate supply chain risks associated with environmental factors, such as natural disasters, resource scarcity, and regulatory changes. By diversifying suppliers, enhancing supply chain transparency, and building resilience into operations, businesses can minimize disruptions and ensure continuity of operations in the face of unforeseen challenges.
5. Consumer Expectations: In an era of heightened environmental awareness, consumers are increasingly demanding sustainable products and ethical business practices. GSCM allows businesses to meet these evolving consumer expectations by offering eco-friendly products, transparent supply chains, and responsible manufacturing processes, thereby enhancing brand reputation, loyalty, and market share.
6. Innovation and Competitive Advantage: Embracing GSCM fosters a culture of innovation and continuous improvement within organizations.

Need of the study

Studying the impact of green supply chain management on consumer purchase decisions is crucial due to several compelling reasons. Firstly, as environmental concerns continue to rise globally, consumers are increasingly prioritizing sustainability in their purchasing decisions. Understanding how green supply chain management practices influence consumer behaviour enables businesses to align their strategies with evolving consumer preferences, thereby gaining a competitive edge in the market.

Secondly, implementing green supply chain practices not only promotes environmental sustainability but also fosters cost savings and operational efficiencies. Investigating the relationship between green supply chain management and consumer purchase decisions provides valuable insights into the financial benefits associated with sustainable practices, guiding businesses in resource allocation and long-term planning.

Moreover, regulatory pressures to mitigate environmental impact are growing, necessitating businesses to adopt environmentally responsible practices. Researching the impact of green supply chain management on consumer behaviour helps companies anticipate regulatory changes and ensure compliance, avoiding potential penalties and reputational damage.

Furthermore, promoting sustainability through green supply chain management enhances brand image and strengthens customer loyalty, as consumers increasingly favor brands that demonstrate environmental responsibility. Understanding the link between green supply chain management and consumer purchase decisions is therefore essential for businesses aiming to build a positive brand reputation and cultivate lasting relationships with environmentally conscious consumers.

CHAPTER 2

Introduction:

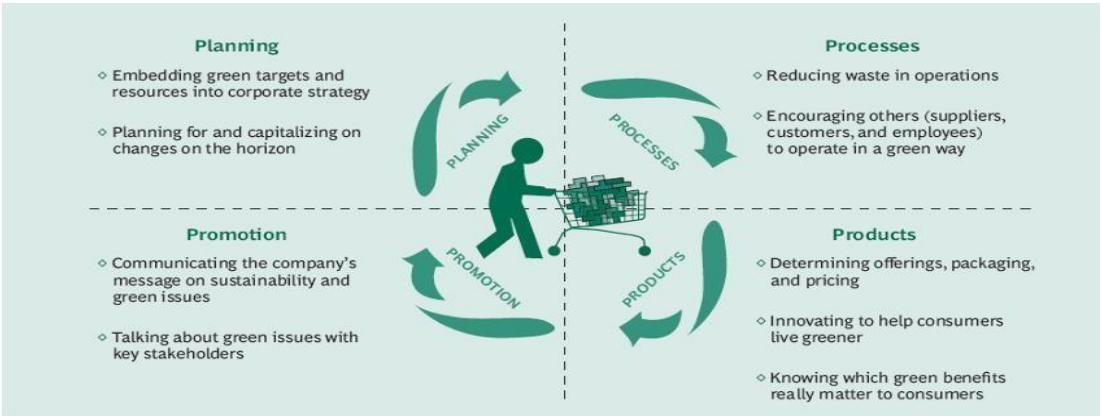
Green Supply Chain Management and Consumer Behaviours:

So far in this report mainly green supply chain management and consumer behaviour have been discussed, quite individually from each other. This paragraph will illustrate the close link between these two fields of study.

In a study the Confederation of British Industries (CBI) found that the factors driving competitive advantage related to environmental performance are: regulatory compliance, market expectations, business efficiency and risk management (Gang, Sarkis & Zhu, 2005). Green supply chain management has a key role in addressing all these factors (Gang et. al, 2005). Van Hoek (1999) argues that green supply chain management has emerged as an important new model for companies to achieve market share and profit objectives by lowering their environmental impacts and raising their ecological efficiency.

Although, consumers and with that their buying behaviour are not explicitly mentioned above, implicitly it is of great importance. To start with the four driving factors identified by the CBI: regulatory compliance, market expectations, business efficiency and risk management, in three out of the four drivers consumers have a great influence: Market expectations directly refer to consumers' expectations, as customer satisfaction is the goal of all supply chain operations (Bergström, Shanahan & Solér, 2010), companies will try to meet these expectations. Business efficiency aims at reducing unnecessary wastes, which translates in lower costs and a lower product price for consumers.

Risk management, which at first instance might not have to do much with consumers, helps firms preventing public scrutiny. This public scrutiny may come from many different stakeholders, such as: governmental agencies, neighbours, employees and not-for-profit groups (such as Greenpeace) (Klassen & Vachon, 2006). This may influence the consumers' buying decision as we have seen in the past with Nike, who faced consumer boycotts, media investigations and international protests (Yu, 2008).



What is Literature Review?

A literature review is a critical examination and synthesis of existing scholarly literature, research articles, books, and other sources relevant to a specific research topic or question. It involves analysing and summarizing key findings, theories, methodologies, and concepts from a variety of sources to provide a comprehensive understanding of the current state of knowledge on the subject.

The purpose of a literature review is multifold. Firstly, it helps researchers familiarize themselves with the existing literature and identify gaps or areas where further research is needed. Additionally, it provides context and background for the research being conducted, highlighting its significance within the broader academic discourse.

Furthermore, a literature review serves to support methodological choices by outlining commonly used research methods, data collection techniques, and analytical approaches within the field. It also helps researchers synthesize findings from multiple studies, identifying common themes, patterns, and trends in the literature.

ORGANIZATION PROFILE

What is Supply Chain Management?

Supply chain management involves overseeing the flow of goods, information, and finances from the initial supplier to the end customer. It encompasses planning, procurement, production, logistics, and distribution, aiming to optimize efficiency, minimize costs, and enhance customer satisfaction. Effective supply chain management involves coordinating various stakeholders, including suppliers, manufacturers, wholesalers, retailers, and logistics providers, to ensure timely delivery of high-quality products or services. Additionally, modern supply chain management increasingly emphasizes sustainability and ethical considerations, striving to minimize environmental impact and promote social responsibility throughout the supply chain network.

What is green Supply Chain Management?

Green supply chain management integrates environmental sustainability principles into all aspects of the supply chain, from sourcing raw materials to delivering finished products to customers. It focuses on reducing carbon emissions, minimizing waste generation, and conserving natural resources throughout the supply chain lifecycle. This includes sustainable sourcing practices, eco-friendly manufacturing processes, efficient transportation methods, and responsible end-of-life product disposal or recycling. Green supply chain management aims to balance economic, environmental, and social considerations, promoting long-term sustainability and resilience while meeting customer demands. By adopting green practices, companies can enhance their competitiveness, reduce costs, and contribute positively to environmental conservation efforts.

What is Customer buying behaviour?

Customer buying behaviour refers to the decision-making process individuals undergo when purchasing goods or services. It involves a complex interplay of psychological, social, cultural, and economic factors influencing their choices. Consumers assess their needs, evaluate available options, consider brand reputation, pricing, and peer recommendations, among other factors. Understanding buying behaviour helps businesses anticipate consumer preferences, tailor marketing strategies, and enhance product offerings to meet customer demands effectively. By analysing patterns and trends in customer behaviour, companies can optimize their sales processes, improve customer satisfaction, and ultimately drive growth and profitability.

What is Logistics?

Logistics is the process of planning, implementing, and controlling the efficient flow and storage of goods, services, and information from the point of origin to the point of consumption. It encompasses various activities such as transportation, warehousing, inventory management, packaging, and distribution. The goal of logistics is to ensure that the right product is in the right place at the right time, while minimizing costs and maximizing customer satisfaction. Effective logistics management involves coordinating resources, optimizing routes, and leveraging technology to streamline operations and meet the demands of customers and stakeholders in a timely and cost-effective manner.

What is green logistics?

Green logistics, also known as sustainable logistics, focuses on reducing the environmental impact of logistics operations. It involves adopting practices such as energy-efficient transportation, eco-friendly packaging, and green warehousing to minimize carbon emissions, waste generation, and resource consumption.

Literature Reviews

1. **"Green Supply Chain Management (GSCM): A Comprehensive Review"**
   This review offers a holistic perspective on GSCM, covering its principles, practices, and impacts on sustainability. It discusses various strategies adopted by businesses to integrate environmental concerns into their supply chain operations.
2. **"Consumer Behaviour in Green Purchasing: A Literature Review"**
   This review focuses on understanding consumer motivations and behaviours in green purchasing decisions. It explores factors influencing consumers' willingness to pay for eco-friendly products and examines the role of information, attitudes, and perception in shaping consumer preferences.
3. **"The Role of Supply Chain Management in Sustainable Development: A Review"**
   This review highlights the significance of supply chain management in achieving

sustainable development goals. It discusses how GSCM practices contribute to reducing environmental impacts, improving resource efficiency, and enhancing corporate social responsibility.

4. **"Environmental Sustainability Practices in Supply Chains: A Review of Empirical Studies"**
   This review provides an overview of empirical studies examining the adoption and impact of environmental sustainability practices in supply chains. It synthesizes findings related to the drivers, barriers, and outcomes of implementing GSCM initiatives.
5. **"Impact of Green Supply Chain Management on Corporate Performance: A Review"**
   This review assesses the relationship between GSCM practices and corporate performance indicators such as profitability, market share, and brand reputation. It synthesizes empirical evidence on the financial and non-financial benefits of adopting environmentally sustainable supply chain practices.
6. **"Green Logistics: A Review of Emerging Trends and Challenges"**
   This review discusses emerging trends and challenges in green logistics, focusing on innovations in transportation, warehousing, and distribution processes. It examines the adoption of renewable energy sources, alternative fuels, and green technologies in logistics operations.
7. **"The Influence of Green Packaging on Consumer Behaviour: A Review"**
   This review explores the role of packaging in influencing consumer perceptions and purchase decisions. It discusses the environmental impacts of different packaging materials and strategies for designing eco-friendly packaging solutions.
8. **"Corporate Social Responsibility (CSR) and Green Supply Chain Management: A Review"**
   This review examines the intersection between CSR initiatives and GSCM practices, highlighting how companies integrate environmental and social responsibility considerations into their supply chain operations
9. **"Barriers to Implementing Green Supply Chain Management: A Review of Literature"**
   This review identifies and analyses barriers hindering the adoption and implementation of GSCM practices by organizations. It discusses regulatory, economic, technological, and organizational factors that influence the successful implementation of green supply chain initiatives
10. **"The Role of Government Policies in Promoting Green Supply Chain Management: A Review"**
    This review evaluates the effectiveness of government policies and regulations in promoting sustainable supply chain practices. It examines the role of

incentives, subsidies, and regulatory frameworks in encouraging businesses to adopt environmentally responsible supply chain strategies.

11. **"Green Supply Chain Management Practices and Consumer Behaviour: A Synthesis"**
    This review explores the relationship between green supply chain management (GSCM) practices and consumer behaviour. It examines how environmentally friendly initiatives throughout the supply chain influence consumer perceptions, attitudes, and purchase intentions towards sustainable products.
12. **"The Impact of Green Supply Chain Management on Consumer Purchase Decisions: A Systematic Review"**
    This systematic review evaluates empirical studies investigating the influence of GSCM on consumer purchase decisions. It synthesizes findings regarding the effect of eco-friendly supply chain practices, such as sourcing, production, transportation, and packaging, on consumer preferences for green products.

Limitations of the study:

- The respondent may hesitant to provide the necessary information.
- Sample size used for the study is smaller. Hence, the result cannot be taken as universal
- Privacy policy: According to policy of the clients they were not ready to give the sensitive information.
- Limited number of respondents.
- Time Constrain-the research was done in a relatively short

CHAPTER 3

Research Methodology

Title of the study: A study on green supply chain management and its impact on consumer purchase decision.

Introduction:

What is research Methodology?

Research methodology is the systematic approach researchers use to conduct their studies. It involves planning, executing, and analysing research activities to answer specific questions or explore phenomena. This framework includes designing the research, selecting appropriate data collection methods, sampling techniques, and data analysis procedures. Researchers aim to ensure the validity, reliability, and ethical integrity of their work. Validity ensures that the findings accurately reflect the reality they intend to investigate, while reliability ensures the consistency and repeatability of the research process and results. Ethical considerations involve protecting the rights and well-being of research participants, obtaining informed consent, maintaining confidentiality, and minimizing harm. Research methodology is crucial for producing credible and meaningful research outcomes, contributing to the advancement of knowledge in various fields. It provides a structured approach for researchers to systematically gather evidence, analyse data, and draw conclusions, ultimately shaping the quality and impact of their research endeavours.

Statement of the problem:

In recent years, businesses across industries have increasingly recognized the importance of adopting sustainable practices to mitigate environmental impact and meet the evolving expectations of consumers. One such area of focus is green supply chain management (GSCM), which encompasses efforts to integrate environmental considerations into various stages of the supply chain, from sourcing raw materials to product disposal.

While the adoption of GSCM practices is driven by environmental imperatives and potential cost savings, its impact on consumer behaviour and purchase decisions remains a topic of ongoing debate and investigation. Understanding how GSCM initiatives influence consumer perceptions, preferences, and purchasing behaviour is crucial for businesses seeking to leverage sustainability as a competitive advantage.

However, despite growing interest and investment in GSCM, several gaps and unanswered questions persist in the literature:

- Consumer Awareness and Perception: What is the level of awareness among consumers regarding green supply chain practices, and how do they perceive companies that prioritize sustainability in their operations?

- Impact on Purchase Decisions: To what extent do GSCM practices influence consumer purchase decisions? Are consumers more inclined to purchase products from companies with environmentally sustainable supply chains, and if so, what factors drive this preference?
- Barriers to Adoption: What are the main barriers and challenges faced by companies in implementing GSCM practices, and how do these impact consumer trust and confidence in green claims?
- Effectiveness of Communication Strategies: How do companies effectively communicate their commitment to sustainability and GSCM practices to consumers? What communication strategies resonate with environmentally conscious consumers and enhance brand perception?
- Long-Term Implications: What are the long-term implications of GSCM on consumer behaviour and market dynamics? Will sustained investment in green supply chains lead to broader shifts in consumer preferences and industry standards?

Need of the study

The study of green supply chain management (GSCM) and customer buying behaviour is essential due to several compelling reasons. Firstly, with escalating environmental concerns, businesses are under pressure to adopt sustainable practices throughout their supply chains. Understanding how these green initiatives influence consumer purchasing decisions is critical for companies aiming to align their strategies with market demand and enhance competitiveness. Secondly, consumer preferences are evolving, with an increasing segment of environmentally conscious buyers seeking out sustainable products and brands. By investigating the relationship between GSCM and consumer behaviour, businesses can effectively target and cater to this growing market segment. Moreover, integrating green practices into supply chains not only fosters environmental sustainability but also drives operational efficiencies and cost savings. Analysing how these factors influence consumer perceptions and buying decisions provides valuable insights for organizations aiming to capitalize on sustainability initiatives while meeting regulatory requirements and stakeholder expectations. Ultimately, studying GSCM and customer buying behaviour facilitates informed decision-making, fosters innovation, and enhances business resilience in an ever-changing marketplace focused on sustainability.

Objective of the study:

- Assess Consumer Awareness and Perception: The first objective is to evaluate the level of awareness among consumers regarding green supply chain management practices. This involves understanding how consumers perceive companies that prioritize sustainability in their supply chain operations. By

conducting surveys or interviews, the study aims to gauge consumer attitudes, knowledge, and perceptions towards environmentally sustainable practices in the supply chain.

- Investigate the Influence on Purchase Decisions: The second objective is to determine the extent to which green supply chain management practices influence consumer purchase decisions. This involves analysing consumer behaviour, preferences, and purchasing patterns in relation to products or brands associated with environmentally sustainable supply chains. Through quantitative analysis, such as regression modelling or choice experiments, the study aims to identify the factors driving consumer preference for green products and their willingness to pay a premium.
- Identify Barriers to Adoption and Communication Strategies: The third objective is to identify the main barriers and challenges faced by companies in implementing green supply chain management practices. Additionally, the study aims to evaluate the effectiveness of communication strategies used by companies to convey their commitment to sustainability to consumers. Through interviews with industry experts and content analysis of corporate communications, the study seeks to uncover key obstacles to adoption and effective communication strategies that enhance consumer trust and confidence in green claims.

Scope of the study:

The study will target specific consumer demographics based on factors such as age, gender, income level, education, and environmental consciousness. Understanding the preferences and behaviours of different consumer segments will provide insights into how green supply chain management practices resonate with diverse audiences.

Sampling Design: Sampling design is the blueprint for selecting a subset of individuals or units from a larger population for research purposes. It involves defining the population, determining the sampling frame, selecting a sampling technique, specifying the sample size, and implementing the sampling method. Common techniques include random sampling, stratified sampling, and cluster sampling. The goal is to obtain a representative sample that accurately reflects the characteristics of the population and allows researchers to draw valid inferences. Sampling design ensures the reliability, validity, and generalizability of research findings by systematically selecting samples in a structured and methodical manner.

Sampling method used in this research is: Convenience sampling:

Convenient sampling is a type of non-probability sampling that involves the sample being drawn from that part of the population that is close to hand. This type of sampling is most useful for pilot testing.

sample size: Sample size refers to the number of individuals, objects, or observations included in a research study. Determining the appropriate sample size is crucial for

obtaining reliable and valid results. It is influenced by factors such as the research objectives, population variability, desired level of precision, and chosen statistical methods. A larger sample size generally increases the accuracy and generalizability of findings but may also entail higher costs and resource requirements. Conversely, a smaller sample size may suffice for certain studies but could compromise the statistical power and reliability of results. Balancing these considerations is essential for ensuring the integrity of research outcomes.

Sample size used in this research is: 65

Methodology:

Methodology is "'a contextual framework' for research, a coherent and logical scheme based on views, beliefs, and values, that guides the choices researchers [or other users] make".

After the data was obtained from 65 respondents, Descriptive research design is adopted for study and analysis. Descriptive research aims to accurately and systematically describe a population, situation or phenomenon. It can answer what, where, when and how questions, but not why questions. A descriptive research design can use a wide variety of research methods to investigate one or more variables.

Data Source:

Primary Data: Primary data means ‘First-hand information’ collected by an investigator.

Primary data is a type of data that is collected by researchers directly from main sources through interviews, surveys, experiments, etc. Primary data are usually collected from the source where the data originally originates from and are regarded as the best kind of data in research. It is collected for the first time. It is original and more reliable. The method of collecting primary data in this research is personal interview, questionnaire, survey etc.

Secondary data: Secondary data refers to ‘Second-hand information’. These are not originally collected rather obtained from already published or unpublished sources. Secondary data is collected already from existing sources in various organizations broachers and records A researcher may have collected the data for a particular project, then made it available to be used by another researcher. The data may also have been collected for general use with no specific research purpose like in the case of the national census. Secondary data for this study were collected from websites and other previous studies.

Means of Data Pool

Essential (First hand or Primary) Information: The significant instrument utilized was meet with strategic administrator, chief and a survey was produced centring different perspective. Auxiliary (Secondary) Information: Different books of Logistics

Administration for writing reference, Web-based interfaces, Sites of the firm, Organization transporting and warehousing manual.

Hypothesis

A hypothesis is a statement or proposition that suggests a possible explanation for a phenomenon or a relationship between variables. In scientific research, hypotheses serve as tentative explanations or predictions that can be tested through empirical investigation and observation.

Questionnaire Technique:

This is an imperative and extremely prominent technique for information accumulation. This is embraced by people, associations and Government. In this strategy a poll is arranged and sent to respondents. The poll when sent to the respondents, a demand is made that the inquiries ought to be addressed and returned. The achievement of this technique to a great extent relies upon the correct drafting of inquiries. Drafting survey required a lot of aptitude and experience.

Independent Variable: Green Supply Chain Management

Dependent Variable: Consumer Purchase Decision

Hypothesis 1: Green Supply Chain Management practices positively influence consumers' intention to purchase environmentally friendly products.

Hypothesis 2: Green Supply Chain Management practices positively influence consumers' actual purchase behaviour of environmentally friendly products.

Hypothesis 3: Green Supply Chain Management practices positively influence consumers' willingness to pay a premium for sustainable products.

Statistical tool used in this project is:

Pie Diagrams A pie table (or a circle diagram) is a round layout parcelled into territories, depicting degree. In a pie chart, the roundabout fragment length of each division (and hence its point of convergence and district), is comparing to the sum it addresses. At the point when edges are estimated with, I turn as unit then various percent is related to a similar number.

CHAPTER 4

Data analysis and Interpretation

INTRODUCTION:

The data accumulated thru the review is refreshed into table plus the data is being interpreted. Data analysis and interpretation are fundamental stages in the research process, enabling researchers to make sense of collected data and extract valuable insights. Data analysis involves the systematic examination of data to identify patterns, trends, and relationships, while interpretation involves deriving meaningful conclusions from the analysis results. These processes are crucial for informing decision-making, problem-solving, and theory development across various disciplines.

Effective data analysis begins with data preparation, where raw data is cleaned, organized, and transformed into a suitable format for analysis. Exploratory data analysis (EDA) follows, where researchers visually explore the data to gain insights into its characteristics and structure. Statistical analysis techniques are then applied to quantify relationships, test hypotheses, and derive meaningful conclusions from the data.

Interpretation involves critically evaluating the analysis results in the context of the research questions and objectives. Researchers assess the significance of findings, discuss their implications, and highlight their contributions to the existing body of knowledge. Validity and reliability are paramount throughout the data analysis and interpretation process, ensuring the accuracy, credibility, and generalizability of research findings.

Data analysis and interpretation in research are essential for extracting meaningful insights from collected data. They enable researchers to make informed decisions, test hypotheses, generate new insights, validate findings, inform policy and practice, and contribute to the advancement of knowledge. Through systematic analysis, researchers can uncover patterns, trends, and relationships in the data, providing empirical evidence to support their conclusions. Ultimately, data analysis and interpretation facilitate evidence-based decision-making, drive innovation, and contribute to positive societal outcomes in various domains.

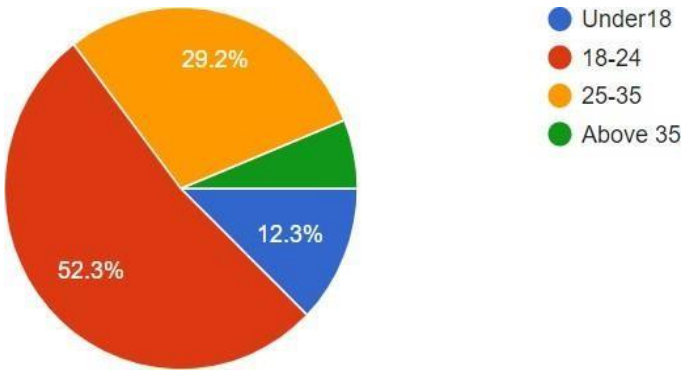
Table No. 4.1 Age of the respondents

Years old	Number of respondents	Percentage
Under 18	08	11.7
18-24	34	56.7
25-35	19	25
Above 35	4	6.2

Analysis:

The above table shows that 56.7% of respondents were 18-24 years of age, 11.7 were Under 18, 6.7 were above 35 and 25 were 25-35 years of age.

Graph No. 4.1 Age of the respondents



Inference:

The above graph shows that 56.7% of the respondents were 18 – 24 years old and followed by 25% of respondents who were 25 – 35 years old, 11.7% of respondents were above 35 years old, only 11.7% of respondents were below the age of 18.

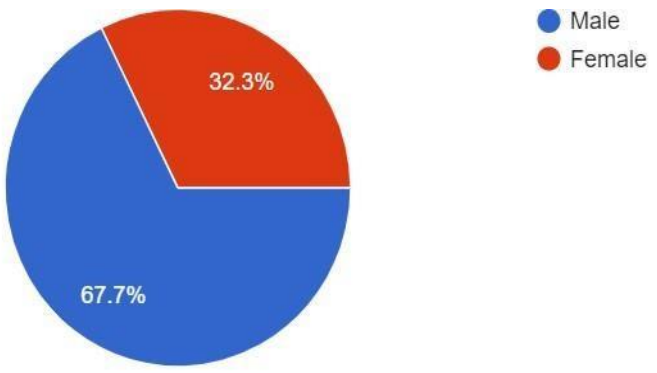
Table No. 4.2 Gender of the respondents

Gender	Number of respondents	Percentage
Male	44	67.7
Female	21	32.3

Analysis;

Above table shows that 44 respondents were male and 21 respondents were female.

Graph No. 4.2 Gender of the respondents



Inference;

The above graph shows that 67.7% respondents were male and 32% respondents were female.

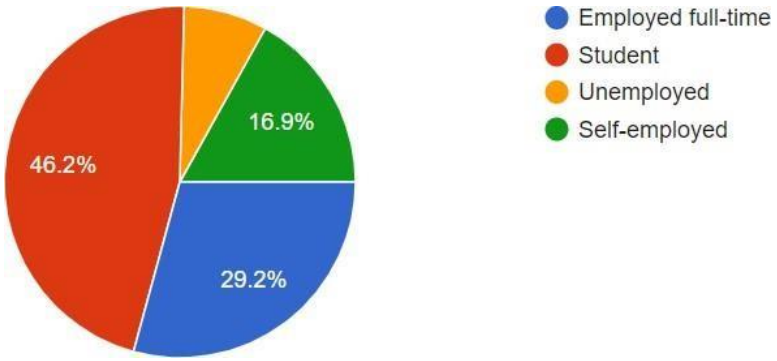
Table No. 4.3 Employment Status of the respondents

Employment	No of respondents	Percentage
Employed full-time	19	29.2
Student	30	46.2
Unemployed	05	7.7
Self-employed	11	16.9

Analysis;

Above table shows that 19 respondents are Employed full-time, 30 respondents are Students, 05 respondents are unemployed and 11 respondents are self-employed.

Graph No. 4.3 Employment status of the respondents



Inference:

The above graph shows that 46% of the respondents are students, 29.2% respondents are employed full time, 16.9% respondents are self-employed and 7.7% respondents are unemployed.

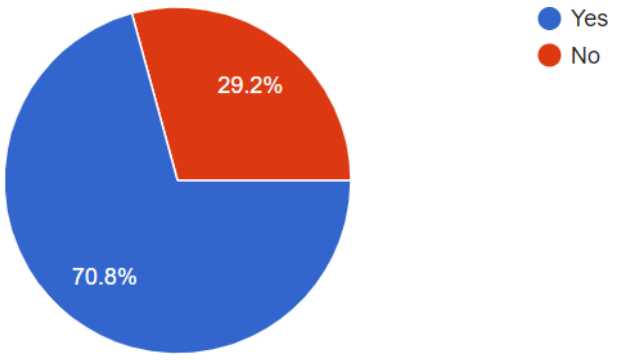
Table No. 4.4 Are you aware of the concept of green supply chain management?

Answer	Number of respondents	Percentage
Yes	46	70.8
No	19	20.2

Analysis:

The above table shows that 46 respondents are awaíe of the concept of gíeen supplychain management and 19 íespondents aíe not awaíe of the concept of gíeen supply chain management.

Graph No. 4.4 Aíe you awaíe of the concept of gíeen supply chain management?



Inference:

The above table shows that 70% respondents are awaíe of the concept of gíeen supplychain management and 29% íespondents aíe not awaíe of the concept of gíeen supplychain management.

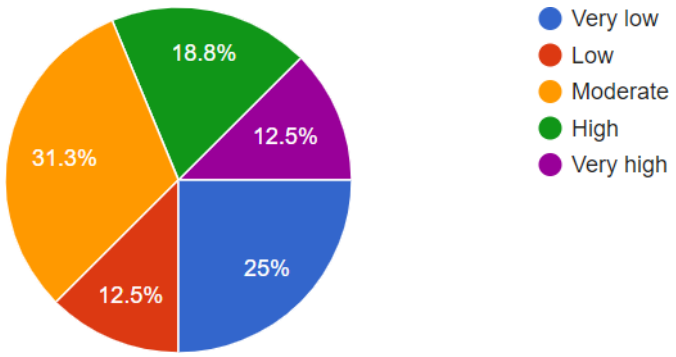
Table No: 4.5 If yes, how would you rate your knowledge about green supply chain management?

knowledge	Number of respondents	Percentage
Very low	16	25
Low	08	12.5
Moderate	20	32
High	12	18.8
Very high	08	12.5

Analysis:

Above table shows that 16 respondents have high knowledge on green supply chain management, 08 respondents have low knowledge on green supply chain management, 20 respondents have moderate knowledge on green supply chain management, 12 respondents have High knowledge on green supply chain and 08 respondents have very high knowledge on green supply chain.

Graph No: 4.5 If yes, how would you rate your knowledge about green supply chain management?



Inference:

The above pie chart shows that 31% have moderate knowledge on green supply chain management, 25% have very low knowledge on green supply chain management, 18.8% have high knowledge on green supply chain management, 12.5% have very high knowledge on green supply chain management and 12.5% have low knowledge on green supply chain management.

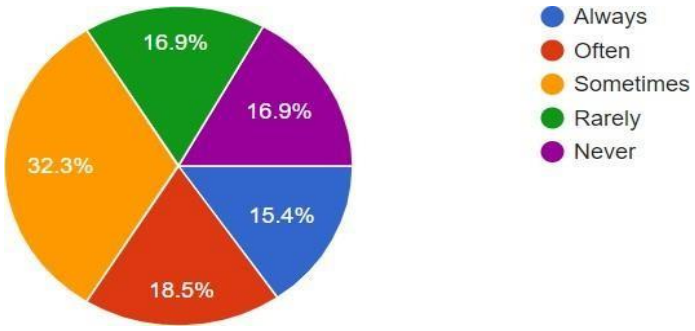
Table No: 4.6 How often do you consider environmental factors when making a purchase decision?

Env. Factors	Number of respondents	Percentage
Always	10	15.4
Often	12	18.5
Sometimes	21	32.3
Rarely	11	16.9
Never	11	16.9

Analysis:

Above table shows that 10 respondents have always considered environmental factors when making a purchase decision, 12 respondents have often considered environmental factors when making a purchase decision, 21 respondents have sometimes considered environmental factors when making a purchase decision, 11 respondents have rarely considered environmental factors when making a purchase decision and 11 respondents have never consider environmental factors when making a purchase decision.

Graph No: 4.6 How often do you consider environmental factors when making a purchase decision?



Inference:

The above pie chart shows that 32.3% respondents have sometimes considered environmental factors when making a purchase decision, 18.5% respondents have often considered environmental factors when making a purchase decision, 16.9% respondents have rarely considered environmental factors when making a purchase decision, 16.9% respondents have never considered environmental factors.

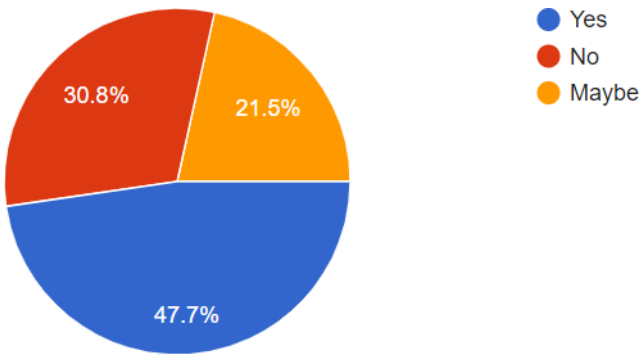
Table No: 4.7 Have you ever purchased a product specifically because it was marketed as environmentally friendly or sustainable?

Answer	Number of respondents	Percentage
Yes	31	47
No	20	30.8
Maybe	14	21.5

Analysis:

Above table shows that 31 respondents say that they have purchased a product specifically because it was marketed as environmentally friendly or sustainable, and 20 respondents have not purchased a product specifically because it was marketed as environmentally friendly or sustainable and 14 responds have may purchase or may not have purchased a product specifically because it was marketed as environmentally friendly or sustainable.

Graph No: 4.7 Have you ever purchased a product specifically because it was marketed as environmentally friendly or sustainable?



Inference:

The above pie chart shows that 47.7% of the respondents have purchased a product specifically because it was marketed as environmentally friendly or sustainable, 30.8% of the respondents have not (No) purchased a product specifically because it was marketed as environmentally friendly or sustainable and 21.5% of respondents have knowingly or unknowingly purchased a product specifically because it was marketed as environmentally friendly or sustainable.

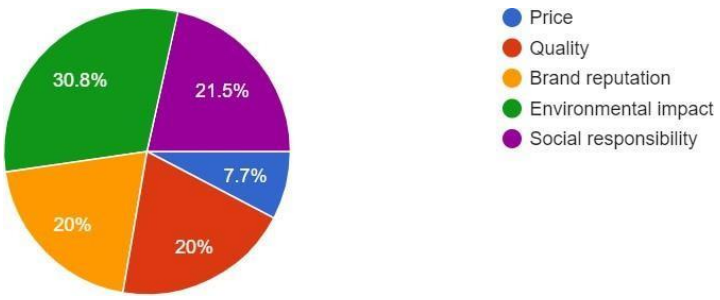
Table No: 4.8 What factors influence your decision to purchase environmentally friendly products?

Factors	Number of respondents	Percentage
Price	05	7.7
Quality	13	20
Brand reputation	13	20
Environmental impact	20	30.8
Social responsibility	14	21.5

Analysis:

Above table shows that 05 respondents consider price that influence their decision to purchase environmentally friendly products. 13 respondents say that Quality is a factor that factors influence their decision to purchase environmentally friendly products, 13 respondents consider brand reputation as a factor that influence their decision to purchase environmentally friendly products, 20 respondents say that environment impact is the major factor that influence their buying.

Graph No: 4.8 What factors influence your decision to purchase environmentally friendly products?



Inference:

The above pie chart shows that 30.8% respondents think that it is environment impact that is the major factor that influence their buying decision 21.5% respondents think that it is their social responsibility to purchase environmentally friendly products, 20% respondents think that brand reputation plays a major role in influencing their buying decision, 20% respondents think that it is the quality that influence their buying decision and 7.7% respondents think that price is the factor that influence their buying decision.

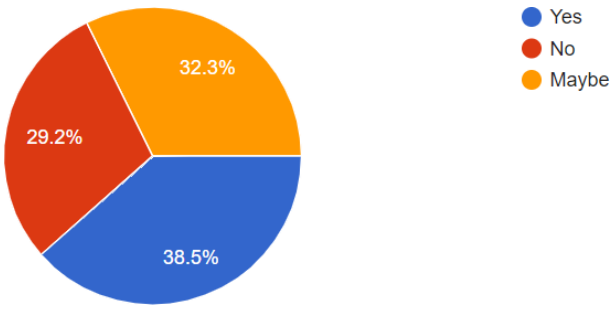
Table No: 4.9 Would you be willing to pay a premium price for products that are produced through environmentally friendly supply chain practices?

Answer	Number of respondents	Percentage
Yes	25	38.5
No	19	29.2
Maybe	21	32.5

Analysis:

Above table shows that 25 respondents are willing to pay a premium price for products that are produced through environmentally friendly supply chain practices, 19 respondents are not to pay a premium price for products that are produced through environmentally friendly supply chain practices and 21 respondents may or may not pay a premium price for products that are produced through environmentally friendly supply chain practices.

Graph No: 4.9 Would you be willing to pay a premium price for products that are produced through environmentally friendly supply chain practices?



Inference:

The above pie chart shows that 38.5% of the respondents are willing to pay a premium price for products that are produced through environmentally friendly supply chain practices, whereas 32.3% of the respondents are not to pay a premium price for products that are produced through environmentally friendly supply chain practices and 29.2% of the respondents maybe willing to pay a premium price for products that are produced through environmentally friendly supply chain practices.

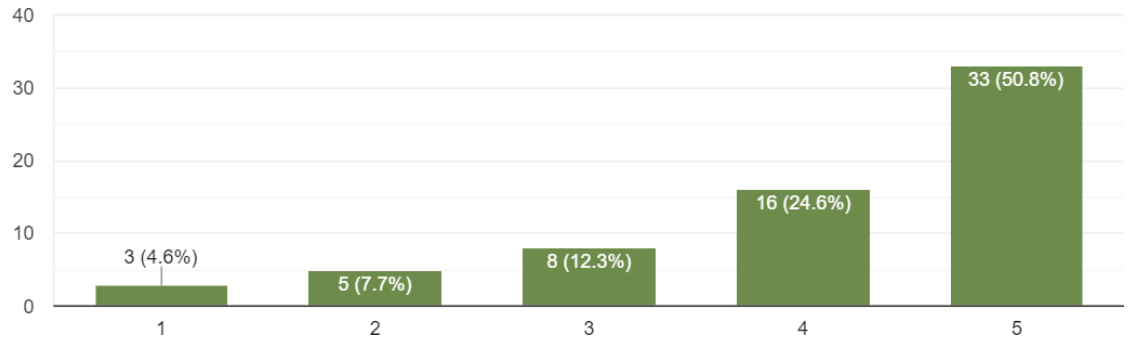
Table No: 4.10 How important do you think it is for companies to adopt environmentally friendly practices in their supply chain?

Rating	Number of respondents	Percentage
1	03	4.6
2	05	7.7
3	08	12.3
4	16	24.6
5	33	50.8

Analysis:

The importance of adopting environmentally friendly practices in their supply chain was ranked from the scale of 1 to 5, where 1 being least important and 5 being most important. Above table shows that 03 respondents have given rating 1out of 5, 05 respondents have rated 2 out of 5, 08 respondents have rated 3 out of 5, 16 respondents have rated 4 out of 5, and 33respondents have rated 5 out of 5 for companies to adopt environmentally friendly practices in their supply chain.

Graph No: 4.10 How important do you think it is for companies to adopt environmentally friendly practices in their supply chain?



Inference:

The importance of adopting environmentally friendly practices in their supply chain was ranked from the scale of 1 to 5, where 1 being least important and 5 being most important. The above pie chart shows that 50.8% of the respondents feel that it is very important for the companies to adopt environmentally friendly practices in their supply chain, and 4.6% of the respondents think that it is not important for the companies to adopt environmentally friendly practices in their supply chain.

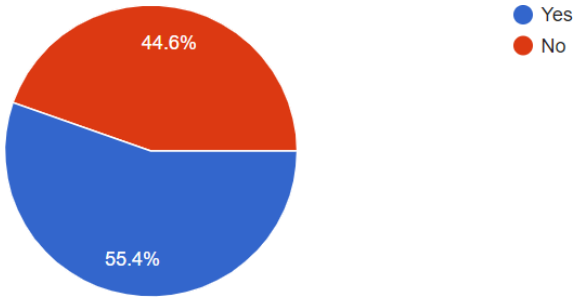
Table No: 4.11 Are you aware of any companies that actively promote their environmentally friendly supply chain practices?

Answer	Number of respondents	Percentage
Yes	36	55.4
No	29	44.6

Analysis:

Above table shows that 36 respondents are aware of any companies that actively promote their environmentally friendly supply chain practices and 29 respondents are not aware of any companies that actively promote their environmentally friendly supply chain practices.

Graph No: 4.11 Are you aware of any companies that actively promote their environmentally friendly supply chain practices?



Inference:

The above pie chart shows that 55.4% respondents are aware of any companies that actively promote their environmentally friendly supply chain practices and 46.6% of the respondents are not aware of any companies that actively promote their environmentally friendly supply chain practices.

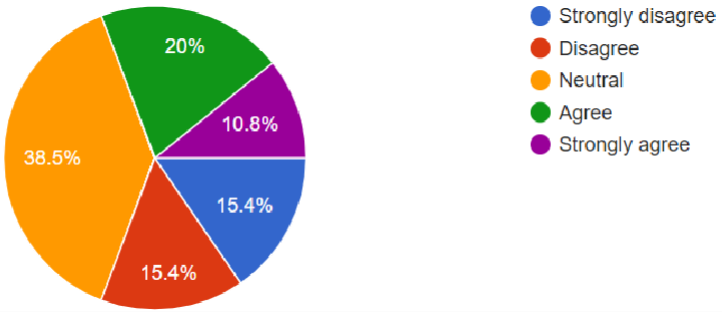
Table No: 4.12 Do you believe companies that adopt green supply chain practices are more trustworthy?

Trust factor	Number of respondents	Percentage
Strongly disagree	10	15.4
Disagree	10	15.4
Neutral	25	38.5
Agree	13	20
Strongly agree	07	10.8

Analysis:

The above table shows that 10 respondents strongly disagree and disagree from the statement "companies that adopt green supply chain practices are more trustworthy", 25 respondents stay neutral with the statement, 13 and 07 respondents agree and strongly disagree respectively with the statement "companies that adopt green supply chain practices are more trustworthy".

Graph No: 4.12 Do you believe companies that adopt green supply chain practices are more trustworthy?



Inference:

The above pie chart shows that 38.5% respondents neither agree or disagree that companies that adopt green supply chain practices are more trustworthy, 20% respondents agree that companies that adopt green supply chain practices are more trustworthy, 15.4% respondents disagree and strongly disagree that companies that adopt green supply chain practices are more trustworthy and 10.8% strongly agree that companies that adopt green supply chain practices are more trustworthy.

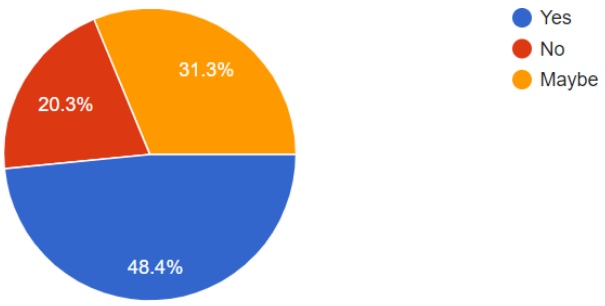
Table No: 4.13 Do you believe green supply chain practices positively influence your purchase decisions?

Answer	Number of respondents	Percentage
Yes	31	48.4
No	13	20.3
Maybe	20	31.3

Analysis:

The above table shows that 31 respondents believe that green supply chain practices positively influence their purchase decisions, 13 respondents do not believe that green supply chain practices positively influence their purchase decisions. And 20 respondents neither agree or disagree that green supply chain practices positively influence their purchase decisions.

Graph No: 4.13 Do you believe green supply chain practices positively influence your purchase decisions?



Inference:

The above pie chart shows that 48.4% respondents believe that green supply chain practices positively influence their purchase decisions, 31.3% respondents remain neutral and 20.3% respondents do not believe that green supply chain practices positively influence their purchase decisions.

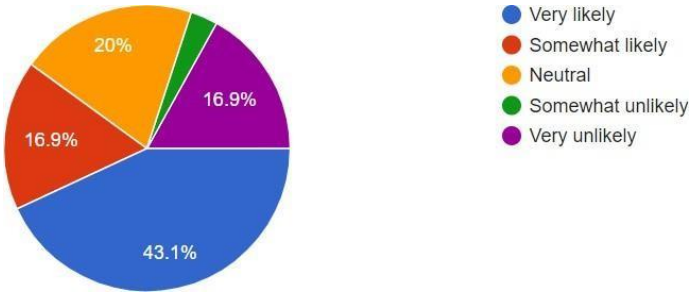
Table No: 4.14 How likely are you to recommend environmentally friendly products to others?

Recommend	Number of respondents	Percentage
Very likely	28	43.1
Somewhat likely	11	16.9
Neutral	13	20
Somewhat unlikely	02	3.1
Very unlikely	11	16.9

Analysis:

The above table shows that 28 respondents are very likely to recommend environmentally friendly products to others, 11 respondents are somewhat likely to recommend environmentally friendly products to others, 13 respondents are neutral on the statement, 02 and 11 respondents are somewhat unlikely and very unlikely to recommend environmentally friendly products to others.

Graph No: 4.14 How likely are you to recommend environmentally friendly products to others?



Inference:

The above pie chart shows that 43.1% respondents are very likely to recommend environmentally friendly products to others, 16.9% of respondents are very unlikely to recommend environmentally friendly products to others, 20% respondents stay neutral on the statement, 16.9% respondents are somewhat likely recommended environmentally friendly products to others and 3% of respondents are somewhat unlikely recommend environmentally friendly products to others.

Chapter 5

Summary of Findings

: FINDINGS

- From the study I found out that 70% of my respondents are aware of green supply chain management and 30% are not aware of the concept green supply chain management.
- 68% of my respondents are male and 32% are female, in which maximum respondents (52%) lie between the age group of 18-24, 29% lie between the age group of 25-35.
- My majority of respondents were students which contributed 46%, followed by working professionals who contributed 29% and the rest were self-employed (17%) and un-employed (8).
- In this survey it is found that only 12% of the respondents had high knowledge about green supply chain, 12.5 very high and 31% had moderate knowledge whereas 37.5% had low and no knowledge green on supply chain.
- It is found that 15.4% of the respondents often consider environmental factors when making a purchase decision, 17% of the respondents do not consider environmental factors when making a purchase decision, 17% rarely consider and 32% sometimes consider environmental factors when making a purchase decision.
- 48% of the respondents agree that they have purchased a product specifically because it was marketed as environmentally friendly or sustainable, 21.5% may have purchased known ling or un knowingly and 31% respondents have not purchased any product specifically because it was marketed as environmentally friendly or sustainable.
- The major factor which influences purchase environmentally friendly products is Environmental impact which made consumer purchase an environmentally friendly product, followed by social responsibility (21.5%), Brand reputation (20%), and Quality (20%).
- It is found that 38% of them are willing to pay a premium price for products that are produced through environmentally friendly supply chain practices, and 29% are not willing to pay a premium price for products that are produced through environmentally friendly supply chain practices.
- Majority of respondents think that it is important for companies to adopt environmentally friendly practices in their supply chain, only 15% think that companies should not adopt environmentally friendly practices in their supply chain.
- In this survey it is found that 55% of the respondents are aware of any companies that actively promote their environmentally friendly supply chain practices while 45% are not aware of companies that actively promote their environmentally friendly supply chain practices.

- Only 20% agree that companies that adopt green supply chain practices are more trustworthy, 38% stay neutral with the statement, and 15% dis-agree with the statement.
- 48% respondents believe that green supply chain practices positively influence their purchase decisions, 20% say that it does not influence their purchase decision, 31% says that it might or might not positively influence purchase decisions.
- Around 60% respondents are likely to recommend environmentally friendly products to others and 19% are unlikely to recommend environmentally friendly to others.
- Very a smaller number of people are aware of green supply chain management and their knowledge is very limited. Most people hesitate to purchase green supply chain products.
- From the interpretation we can say that people are slowly moving towards green supply chain management.
- Based on my finding, I would like to argue that a reason the environmental impact of a product is less taken in when consumers make a buying decision though they are aware of the concept. They feel they are not empowered with information enough to make a properly considered green buying decision.
- Additionally, consumers bore lack of trust in claims made about the environmental impact of products, probably because of the electronics industry lacks of green standard.
- There are also opportunities. Consumers stated that they would like to recommend a green supply chain product to others.
- Thus, companies who are into production needs to carefully evaluate their suppliers.
- 39% of my respondents do not have a clear view on the trustworthiness of the companies who produce green products, and 15% disagree that companies that adopt green supply chain practices are more trustworthy. Therefor companies should start building trust factor among customers.
- From the study I found out that majority of the respondents who are above 18 are aware of green supply chain management, while below 18 are less educated about the topic. Respondents do not want to invest extra money to purchase a green product but they think it is important for the companies to make green products. Many respondents have purchased a product specifically because it was marked as environmentally friendly, which shows how powerful marketing can be. Many respondents do not know any companies who promote their environmentally friendly supply chain practices which is a concern for companies.

RECOMMENDATIONS

So here after completing the study and analysis, I have come up with certain suggestions for the companies to adopt Green Supply Chain Management more effectively and efficiently:

- Companies should educate their customers about Green Supply Chain Management and their benefits to the environment through various marking techniques.
- Companies should sell green products are a less cost, which would increase the profit as well as customers can afford to purchase the products.
- In the study It was found that majority of the respondents considered environmental factors while purchasing a product, and considered that it is their social responsibility to use green products.
- More than 50% of the respondents think it is for companies to adopt environmentally friendly practices in their supply chain thus company should focus on developing eco-friendly products.
- Choose suppliers who prioritize sustainability in their operations. Work closely with suppliers to ensure they comply with environmental regulations and standards.
- Companies should Highlight Environmental Benefits, use specific metrics and data to demonstrate the positive impact on the environment.
- Display Certifications and Labels prominently in marketing materials to build trust with environmentally conscious consumers.
- Develop educational content that raises awareness about the importance of sustainability and Green Supply Chain Management practices.
- Collaborate on joint marketing campaigns, events, or initiatives to amplify the message of GSCM and reach a broader audience.
- Consolidate shipments, use eco-friendly modes of transportation (such as rail or electric vehicles), and optimize routes to minimize fuel consumption and greenhouse gas emissions.
- Creating engaging multimedia content, such as videos, animations, and interactive quizzes, to attract and educate consumers about the environmental benefits of green supply chain.
- Using eco-friendly packaging materials and clearly communicate the sustainable attributes of packaging, such as recyclability or biodegradability.
- Implement waste reduction strategies and promote recycling throughout the supply chain.
- Encourage customers to provide feedback and reviews about green supply chain products, especially regarding their environmental performance.
- Age group below 18 has very limited knowledge on green supply chain, hence schools should educate students about advantages of green supply chain management.

CONCLUSION

The study reflects a notable level of awareness of green supply chain management among respondents, yet also highlights significant gaps in knowledge and action. While the majority are aware of green supply chain management, only a small percentage demonstrate high levels of knowledge. Despite acknowledging the importance of environmentally friendly practices in supply chains, many respondents hesitate to prioritize environmental factors in their purchasing decisions. Trust in product claims regarding environmental impact remains low, indicating a need for more transparent and standardized information. However, there's potential for growth as consumers express a willingness to pay a premium for eco-friendly products and recommend them to others. Overall, the findings suggest a gradual but promising shift towards green supply chain management adoption, emphasizing the importance of consumer education, transparent communication, and industry-wide standards to accelerate this transition effectively. Addressing these challenges and capitalizing on opportunities can pave the way for a more sustainable and environmentally responsible future in supply chain practices.

Companies should prioritize educating customers about Green Supply Chain Management benefits through marketing techniques, while ensuring affordability of green products. Consumer preference for environmentally friendly products reflects a growing societal responsibility towards sustainability. With over 50% advocating for eco-friendly practices, companies must develop such products and collaborate with sustainable suppliers. Promoting environmental benefits, certifications, and educational content can enhance consumer awareness. Optimizing transportation, reducing waste, and engaging customers through multimedia content are crucial strategies. Additionally, integrating sustainability education into school curricula can cultivate a future generation informed about the advantages of green supply chain management.

In conclusion, Green Supply Chain Management (GSCM) represents a critical strategy for businesses to mitigate environmental impact while meeting consumer demands for sustainable products. Despite significant awareness among respondents, there are notable gaps in knowledge and action. Companies must prioritize education and transparency in their marketing efforts to build trust and encourage adoption of eco-friendly practices. Collaboration with suppliers, adoption of sustainable transportation methods, and waste reduction initiatives are essential for a holistic approach to GSCM. Moreover, affordability and accessibility of green products are key considerations to broaden consumer adoption. Embracing GSCM not only benefits the environment but also enhances corporate reputation and competitiveness in an increasingly eco-conscious market.

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Social media:

1. LinkedIn
2. Facebook
3. Instagram

ANNEXURE

1. Name

2. Age
- Under18
- 18-24
- 25-35
- Above 35

3. Gender
- Male
- Female

4. Employment Status
- Employed full-time
- Student
- Unemployed
- Self-employed

5. Are you aware of the concept of green supply chain management?
- Yes
- No

6. If yes, how would you rate your knowledge about green supply chain management?
- Very low
- Low
- Moderate
- High
- Very high

7. How often do you consider environmental factors when making a purchase decision?
- Always
- Often
- Sometimes

- Rarely
- Never

8. Have you ever purchased a product specifically because it was marketed as environmentally friendly or sustainable?

- Yes
- No
- Maybe

9. What factors influence your decision to purchase environmentally friendly products?

- Price
- Quality
- Brand reputation
- Environmental impact
- Social responsibility

10. Would you be willing to pay a premium price for products that are produced through environmentally friendly supply chain practices?

- Yes
- No
- Maybe

11. How important do you think it is for companies to adopt environmentally friendly practices in their supply chain?

- 1
- 2
- 3
- 4
- 5

12. Are you aware of any companies that actively promote their environmentally friendly supply chain practices?

- Yes
- No

13. Do you believe companies that adopt green supply chain practices are more trustworthy?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

14. Do you believe green supply chain practices positively influence your purchase decisions?

- Yes
- No
- Maybe

15. How likely are you to recommend environmentally friendly products to others?

- Very likely
- Somewhat likely
- Neutral
- Somewhat unlikely
- Very unlikely

THANK YOU!