

DRIVERS INFLUENCING GREEN PURCHASING AND ITS RELATION TO SUPPLY CHAIN PERFORMANCE: CASE OF FMCG SECTOR OF KARACHI

BY

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APPROVAL FOR EXAMINATION

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Abstract

Purpose: The aim of this research is to identify the drivers influencing green purchasing and its relation to supply chain performance of the firm of FMCG sector of Karachi.

Methodology & Design: Quantitative method is used to investigate and collect data for the future observations. A questionnaire was designed to measure the research framework aspects, the questionnaire was constructed on Likert scale (i.e., Scale of 1 to 5; Strongly Disagree to Strongly Agree) which contain the Customer Pressure, Regulations, Expected Business Benefits, Social Responsibility, Green Purchasing, and Supply Chain Performance.

Findings: The results of this study depicts that the FMCG firms of Karachi place a low consideration on CP and R and medium consideration on SR as the main criteria for taking decision on either to acquire GP or not. On the other hand, the EBB was not considered as a true motivator to take on GP. The results also indicates that the GP has high impact on SCP. Firms can improve their supply chain performance through adopting green practices.

Limitations: The timeline to finish this research was limited, that's why this research has done in the shorter period of time, but it can be expanded further over a longer period. The sample size was also limited to the FMCG sector of Karachi due to covid-19, but further it can be expanded to the other industries and cities of Pakistan.

Recommendations: The companies of FMCG sector of Pakistan should take the step on the environmental friendly products and promote green initiatives in Pakistan to reduce the risks like health, waste, and costs. Green initiatives will further create an environment which make healthy lifestyle.

Keywords Green Purchasing, Supply Chain Performance, International Organization for Standardization

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