

# **EFFECT OF GREEN PRACTICES ON PERCEIVED ORGANIZATIONAL PERFORMANCE IN MANUFACTURING SECTOR OF KARACHI**

**BY**

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### MBA Thesis 2nd Half-Semester Progress Report & Thesis Approval Statement

#### Supervisor – Student Meeting Record

S#	Date	Place of Meeting	Topic Discussed	Signature of Student
1	10 <sup>th</sup> October 2021	University	Questionnaire	<i>Ariza</i>
2	26 <sup>th</sup> December 2021	University	Data analysis discussion	<i>Ariza</i>
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### Acknowledgment

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### Methodology & Design

The research is quantitative and based on a deductive approach. It involves data collection from employees working in manufacturing companies of Karachi through a questionnaire. Different manufacturing companies are considered for data collection such as furniture, electrical, food, apparel, Food, etc. The sample size is 104 based on several convenience sampling. SPSS 23.0 is used as a statistical software.

### Findings

The findings indicate that green purchasing does not have a pronounced impact on organizational performance in a small, and it is unclear whether this is due to the low contribution of purchasing organizational performance. Moreover, green purchasing and green marketing showed a positive relationship with organizational performance.

### Limitations

The ground of this study is limited to people working in the manufacturing sector of Karachi and a why results cannot be applied to other sectors or other. Another way very if research is conducted in some other sector or province.

### Recommendations

Organizations should stop using conventional marketing activities and utilize technology as a digital marketing strategy. Moreover, organizations should use green marketing strategies to be successful. It is suggested that the study should be conducted in other sectors or provinces.

### Keywords

Green purchasing, organizational performance, green marketing, green marketing, green marketing.



## Abstract

### **Purpose**

Green practices have gained tremendous attention over the period. Organizations try to adopt these practices to gain a competitive edge and develop company's reputation in the market. Literature has provided various reasons why organizations should focus on implementing sustainable business practices. The aim of the research is to investigate the impact of green purchasing, green manufacturing, green marketing on organizational performance in the manufacturing sector of Karachi.

### **Methodology & Design**

The research is quantitative and based on a deductive approach. Research design is causal. Data is collected from employees working in manufacturing companies of Karachi through a questionnaire. Different manufacturing companies are considered for data collection such as furniture, chemical, wood, apparel, food, plastic, etc. The sample size is 384 based on convenience sampling. Smart PLS is used as a data analysis tool.

### **Findings**

The findings indicate that green purchasing does not have a positive impact on organizational performance as it is costly, and it increases expenses that's why it does not contribute to increasing organizational performance. Moreover, green manufacturing and green marketing showed a positive relationship with organizational performance.

### **Limitations**

The ground of this study is limited to people working in the manufacturing sector of Karachi that's why results cannot be applied to some other industries or areas. Results may vary if research is conducted in some other sector or province.

### **Recommendations**

Organizations should stop using conventional marketing activities and utilize technology as it will help in reducing paperwork too. Moreover, organizations should use just in time, recycling techniques in the manufacturing process as it reduces the time and energy required in operations.

### **Keywords**

Perceived organizational performance, green supply chain practices, green purchasing, green manufacturing, green marketing

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