

THESIS

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**IMPACT OF GREEN SUPPLY CHAIN MANAGEMENT ON CUSTOMER
BEHAVIOUR**

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Introduction

In today's rapidly changing business environment, organizations are increasingly aware of the importance of sustainable practices in environmental management and as a result of their operations. Green supply chain management (GSCM) has become a strategic approach to integrating environmental considerations into supply chain processes. Among other things, GSCM covers practices such as purchasing from environmentally friendly suppliers, reducing carbon emissions, optimizing supply, and implementing return programs.

As conscious consumers, customers are increasingly considering the environmental sustainability of the products they purchase and the supply chains that produce them. Their awareness and concern about environmental issues lead to changes in their choices and behavior when making purchasing decisions. Understanding how GSCM practices influence customer behavior is critical for companies to meet customer expectations, build customer loyalty, and gain a competitive advantage in the marketplace.

As sustainability becomes an important aspect of corporate social responsibility, understanding the impact of GSCM on customer behaviour has attracted significant academic and industry attention. Customers, as the main stakeholders, increasingly take into account the company's environmental performance when making purchase decisions. They are interested in the quality and price of products and the environmental impact of the supply chains that produce them. Therefore, it is critical for organizations to understand the relationship between GSCM practices and customer behavior in order to effectively meet customer expectations, improve their market position, and achieve sustainable business results.

The numbered research objectives and a brief description of the selected methodologies will be included in this introduction. Reviewing pertinent literature on GSCM, customer behavior, and the nexus between these two domains is the initial goal of this study. Utilizing quantitative techniques, the second goal is to examine how GSCM affects consumer behaviour. This study will employ a quantitative research approach that includes surveys and statistical analysis in order to meet its objectives.

The backdrop will describe potential methods through which GSCM practices might influence customer behavior and will stress how crucial it is to comprehend how GSCM practices affect customer behavior. It will also underline how important it is for businesses to

learn from this research in order to create effective GSCM strategies that support sustainable business practices.

By illuminating the nuanced connection between sustainable supply chain practices and consumer behaviour, the research's findings are anticipated to advance the body of knowledge on GSCM and consumer behavior. The research will also have applications for businesses because it will shed light on how GSCM procedures affect consumer behaviour and guide marketing and supply chain decisions. The overall goal of this study is to increase knowledge of how GSCM affects consumer behavior and to offer useful advice to academia and business on how to apply ethical business practices.

The following are the study's goals:

1. To investigate how customer perceptions of GSCM practices affect their propensity to buy environmentally friendly goods and services.
2. To pinpoint the key elements that influence how consumers see a company's GSCM procedures in terms of their dependability and efficacy.
3. Investigate how consumers' opinions of the environmental sustainability of the goods or services these businesses offer are related to the GSCM methods used by businesses.

1. Literature Review

1.1 Supply Chain Management

Supply chain management takes its roots in the early 1900s when there used to be a supply management program planned and practiced during the world wars. Efficient supply chain management decides the winner or loser of global wars. The army that was capable to provide food and ammunition supplies to the front line of defense shall stand victorious. The earliest foundations of supply chain management were introduced by Fredrick Taylor in his book *The Principles of Scientific Management* in 1911. Later on, the term was used extensively to describe the end-to-end operations starting from sourcing of raw materials, assembly line processing, finished goods storage and their transport to the final consumer. With the invention of modern production methods mass production becomes easier and so increased the global demand for products, which ultimately contributed to the global warming of the planet human resource exploitation as well as the depletion of natural resources. Thereafter global organizations started facing pressure from governments and consumers to comply with environment-safe supply chain methods resulting in the terminology Green Supply Chain Management.

1.2 Sustainability and Green Supply Chain

The concept of sustainability came into being and was first defined by World Commission on Environment and Development (WCED) (1987) as “Development that meets the needs of the present without compromising the ability of future generations to meet their own needs”. However, researchers and practitioners found this definition to be too vague to apply to corporations. To extend the applicability to world organizations, Elkington (1998) extended this definition using the triple bottom line (TBL) approach. This approach involved the environmental, economic and social parameters in the sustainability concept and made them a basis to measure corporate performance and competitive advantage. The environmental sustainability in the supply chain called for using alternative energy methods for production and transportation. Social sustainability is achieved when companies tend to make a healthier work environment through safe work procedures, equal working hours for all, and encourage diversity and inclusivity. Finally, economic sustainability is lessening the

cost of a firm's operations, thereby increasing the market share and revenue. The performance in all these three areas is a determinant of a firm's sustainability performance.

Green supply chain management focuses on the environmental leg of the TBL approach of sustainability. It advocates the concern of a safe and healthy environment while designing supply chain operations from the flow of raw material to delivery to the end consumer. According to Sundarakani & al. (2010) add another dimension asserting that "green supply chain management can be defined as the integration of environmental thinking into supply chain management, including product design, supplier selection and material sourcing, manufacturing processes, product packaging, delivery of the product to consumers, and end-of-life management of the product after its use".

The early definition of a green supply chain was given by Beamon (1999) who defines a green supply chain as "the extension of the traditional supply chain to include activities that aim at minimizing environmental impacts of a product throughout its entire cycle, such as green design, resource-saving, harmful material reduction and product recycle and reuse". Later, Kumar & Putnam (2008, p.305) have proposed that the end-to-end supply chain process which was called "cradle to grave" in the early eighties, is now called "cradle to cradle", which means that the product has to be returned to the origin (the manufacturer) to be reused or properly disposed of.

1.3 Green Supply Chain Practices

There are many GSCM practices taken into practice by firms however the below four areas tend to completely define the scope of GSCM as adopted by most organizations and the same is considered to be the minimum requirement for firms trying to get any certification for GSCM implementation (such as ISO 14001). (see figure1).

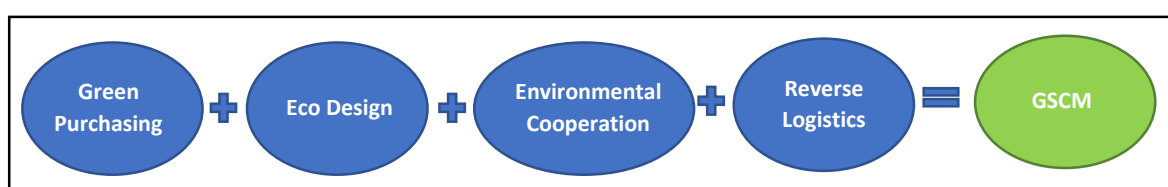


FIGURE 1: GSCM PRACTICES
SOURCE: OWN EDITION BASED ON ISO 14001

1.3.1 Green Purchasing

Green Purchasing refers to the procurement policy of organizations that calls for the selection of suppliers and materials that have no or least environmental impact and could help achieve environmental objectives such as reduced water and energy consumption, can be recycled and reused, and can be disposed of safely (Min & Galle, 2001). The research provides numerous studies that found green purchasing to effectively achieve environmental excellence and supply chain performance. Large firms such as Ford, General Motors and IBM have applied green purchasing by enforcing their suppliers to obtain ISO 14001 certification as evidence of their environmental responsibility and consciousness (ElTayeb & al., 2010).

1.3.2 Eco Design

We present the concept of eco-design, given by Johansson (2002), as the development of a product while considering the impact on the environment during its life cycle; starting from the acquisition of raw material, the use of a product, and finally the disposal of a product. The eco-design of a product is planned in a manner that other product criteria such as performance and cost are not compromised. It is to be noticed that eco-design is a stage wherein every aspect of the product is determined in the light of environmental impact and therefore it plays a vital role in the sustainable development of manufacturing industries.

1.3.3 Environmental Cooperation

Environmental cooperation refers to the joint efforts by the upstream and downstream supply chain members to vouch for adopting green supply chain practices. It emphasizes the cooperation of stakeholders such as raw material suppliers, manufacturers, logistics service providers, and finally the customer to design and build a product that is friendly for the environment in terms of use, disposal and recycling (Gonzalez-Benito, 2008). Such an effort will act as an enabler for the sustainable development of the wider industry.

1.3.4 Reverse Logistics

The concept of reverse logistics forms a part of a circular economy where in the supply chain management involves the procedure for safe recycling, reuse and/or disposal of the product by its manufacturer. The reverse logistics program for a product can also aid to cut costs of production for the manufacturing firm by utilizing reusable material from obsolete scrap.

This requires firms a one-time investment in the waste management program for their product as well as to design a product keeping in mind the applicability of reverse logistics. Carter & Ellram (1998) define reverse logistics as “the return or take back of products and materials from the point of consumption to the forward supply chain for recycling, reuse, remanufacture, repair, refurbishing or safe disposal of the products and materials”.

1.4 Theory of Planned Behavior

The theory of planned behaviour (TPB) is a steering body that governs consumer purchasing behaviour. In this research, we use the lens provided by TPB to establish a relationship between GSCM practices and consumer behaviour. As explained by Ajzen (1991), the TPB employs variables such as attitude, subjective norms and perceived behavioural control that cause us to plan and act on specific behaviours. Past research has found this theory to be effectively predicting environmentally friendly human behaviour (De Leeuw & al., 2015, Paul et al., 2016).

1.4.1 Attitude

Attitude is the degree to which a human perceives a behaviour as positive or negative. Paul & al. (2016) also showed in their study that attitude is one of the most influential TPB factors. The more an individual care for the environment the greater the influence of attitude. The intent to purchase a green product comes from the perceived effect that it creates a positive social image, and this purchase intention is governed by a person’s attitude (Yadav & Pathak, 2017). However, contrary findings were presented by Moser (2015), (Olson, 2013) that attitude is least associated with people purchasing green products. This inconsistency of results indicates that there may exist some antecedents and objects that hinder the relationship between attitude and consumer behaviour.

1.4.2 Subjective Norms

Subjective norms are actions driven by social pressure. They are caused due to influence and normative expectations of the people we care about such as family, friends, business partners or competitors (Paul & al., 2016). Research shows strong evidence of subjective norms affecting green purchase intentions and behaviours. A study by Han and Kim (2010) showed that subjective norms bring about returning customers to a hotel practicing green

operations. A similar positive effect of subjective norms was found by Hsu & al. (2017) for the purchase of green personal care products.

1.4.3 Perceived Behavioral Control

Perceived behavioural control refers to the perception of a person that a certain action or behaviour is under his/her control. The decision to perform a behaviour depends on the situation at hand and is guided by resources such as time, money and opportunities (Ajzen, 1991). The construct 'perceived behavioural control' develops from the expected obstacles and experience to predict a person's behaviour more specifically. Research showed behavioural control significantly influences green purchasing behaviour (Paul & al., 2016, Yadav & Pathak, 2017).

1.5 Consumer Purchasing Behavior

A behaviour generally involves a set of actions performed by an individual under a given situation. More specifically, human behaviour is guided by the thoughtfulness of a given scenario, possible options, their implications and consequences (Ajzen, 1991). Regarding the discussion at hand, the environmentally conscious behaviour of consumers refers to the behaviour that has concern for the environment in ways such as using recyclable materials, lowest water usage, and lowest emissions during the manufacturing process (Steg & Vlek, 2009). There is extensive research in the past on the proposition that consumer's environmentally friendly attitude, in addition to subjective norms and perceived behavioural control, is a positive factor influencing green purchase behaviour. To present a few studies of relevance, recent research in a developing country found that attitude drives the choice to select green products and advances ecologically conscious consumer's behaviour (Mazhar & al., 2022). Another study was undertaken to determine the drivers of green consumer behaviour and found that the most significant parameters are altruism, environmental awareness, influence and social factors (Gandhi, 2020). A survey of Korean consumers revealed that a company's internal environmental management practices contribute towards an eco-friendly image and significantly affect consumer purchasing behaviour (Lee & Lim, 2020). Taufique & Vaithianathan (2018) employed the TPB to investigate green consumer behaviour among young Indian consumers and found that attitude and perceived behaviour control have a significant direct effect on green consumer behaviour. Another

recent study employed the lens of TPB using primary and secondary data to establish that behavioural and non-behavioural constructs can help promote eco-friendly consumption in China (Rustam & al., 2020). A large-scale study on 420 consumers from developed countries showed that GSCM practices significantly influence the consumer's behaviour to purchase products and services based on a circular economy (Hu & al., 2019).

1.6 Gap Analysis

From the review of the literature presented in the above discussion, the following gaps have been identified:

GAP 1: This research will find out if TPB can drive GSCM practices.

GAP 2: This research will employ the TPB to determine the relationship between GSCM practices and consumer behaviour.

1.7 Theoretical framework

The growing interest in sustainability and green supply chain management (GSCM) has made the topic more widely discussed in recent years. Incorporating GSCM techniques into a company's supply chain not only lessens its detrimental effects on the environment, but it also has positive effects on the economy and society. Nevertheless, despite the potential advantages, GSCM practice acceptance is still in its infancy, especially in poor nations. Understanding consumer attitudes toward environmentally friendly items is essential for solving this problem. Using the Theory of Planned Behaviour (TPB) paradigm, this study attempts to investigate the connections between consumer attitudes, subjective norms, perceived behavioral control, GSCM practices, and purchase behavior.

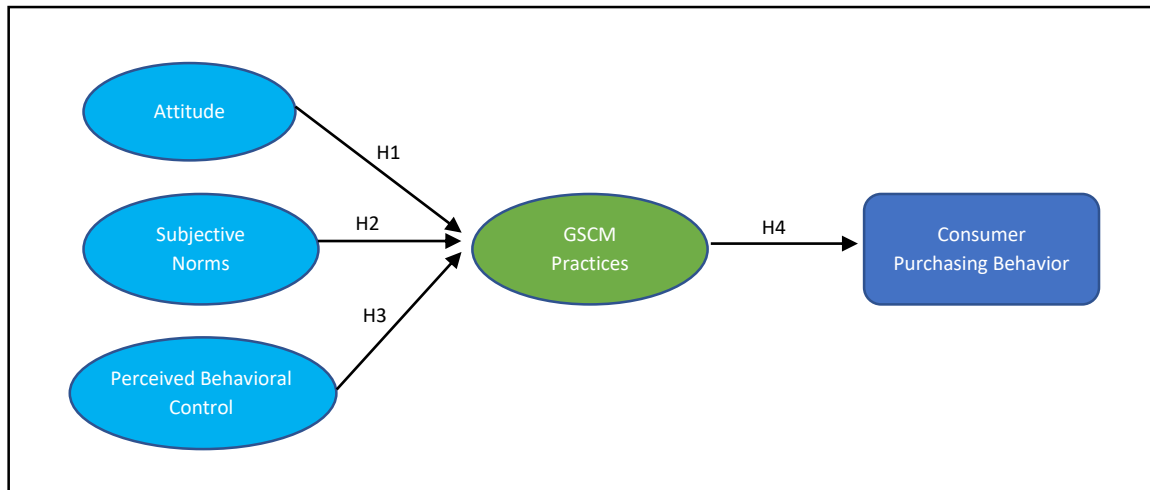


FIGURE 2: THEORETICAL MODEL

SOURCE: OWN EDITION

The theoretical model derived from the above-mentioned theories and discussion is shown in Fig 2. There are three independent variables i.e. attitude, subjective norm, and perceived behavioural control. The model will try to establish a relationship between TPB, GSCM practices and purchase behaviour.

1.8 Research Questions

1. How do the GSCM practices adopted by firms affect consumer's perceptions of the environmental friendliness of the products or services offered by these firms?
2. Do GSCM practices adopted by firms affect green consumer purchase behaviour?
3. To what extent do consumers perceive GSCM practices as a determining factor in purchasing environmentally friendly products or services?
4. Do consumers perceive a price premium for environmentally friendly products or services offered by companies using GSCM practices, and how do these perceptions affect their purchasing behavior?

1.9 Research Objectives

1. To analyze the impact of consumer's attitudes toward GSCM practices on their willingness to purchase environmentally friendly products or services.
2. To measure the effect of GSCM practices adopted by firms on green consumer purchase behaviour.

3. To identify the key factors that influence consumer's perceptions of the effectiveness and reliability of GSCM practices implemented by a company.
4. To investigate the relationship between the GSCM practices adopted by firms and consumer's perceptions of the environmental friendliness of the products or services offered by these firms.

1.10 Research Hypotheses

1. H1: Consumers are more likely to pay a premium price for goods when they are aware of the sustainable techniques used in the green supply chain.
2. H2: Consumer's purchasing habits and how frequently they purchase goods created using sustainable practices depend on how familiar they are with the idea of a green supply chain.
3. H3: Individual's buying habits are influenced by how valuable they believe a green supply chain to be and how frequently they choose to buy goods created with sustainable methods.

2. Own Research (Materials and Methods)

2.1 Statistical Analysis

Descriptive statistics were used to analyze the raw data from responses to the survey "The effects of the green supply chain on consumer behaviour". IBM SPSS Statistics version 25.0 and MS Excel were used to analyze the data.

2.2 Coding of Questionnaire

The questionnaire responses were coded and filled in the SPSS. All participant responses were recorded in Excel and imported to SPSS. Subsequently, quantitative data analysis was applied to the dataset.

2.3 Analysis

2.3.1 Section 1: Demographics

2.3.1.1 Gender

Table 1 and Figure 3 represent the distribution of gender in a sample of 176 individuals in this study. There were 97 males (55.1%) and 79 females (44.9%), which shows that the proportion of males in the study is 10.2% higher than females.

TABLE 1 : GENDER

SOURCE: RESULTS FROM OUR OWN 2023 SURVEY ON GREEN SUPPLY CHAIN PURCHASING

Descriptive Statistics		
Gender	N	N%
Male	97	55.1%
Female	79	44.9%
Total	176	100.0%

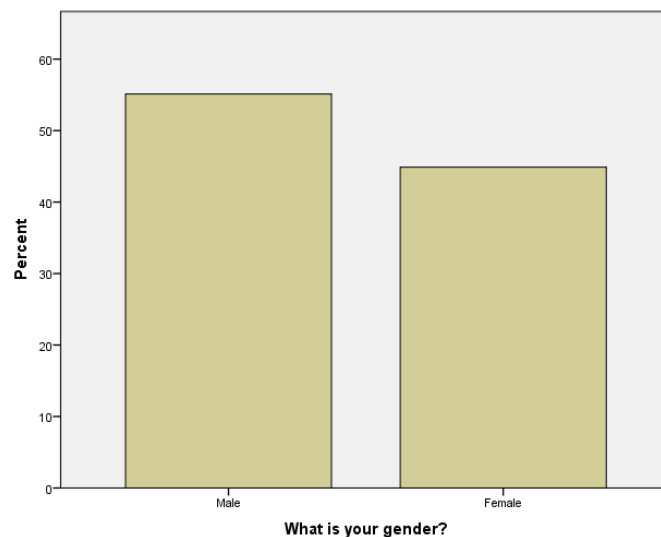


FIGURE 3 : GENDER

SOURCE: RESULTS FROM OUR OWN 2023 SURVEY ON GREEN SUPPLY CHAIN PURCHASING

2.3.1.2 Age

Table 2 and Figure 4 represent the distribution of age groups participating in this study. The age groups are divided into seven categories. There were 5 individuals (2.8%) who were under 18 years old, 52 individuals (29.5%) between 18 and 24 years old, 89 individuals (50.6%) between 25 and 34 years old, 18 individuals (10.2%) between 35 and 44 years old, 6 individuals (3.4%) between 45 and 54 years old, 3 individuals (1.7%) between 55 and 64 years old, and 3 individuals (1.7%) who were 65 years old or older. Results has shown that the age group 25-34 has the highest percentage 50.6% followed by 18-24 with 29.5%, and 55-64 and 65 or older, both have the lowest percentage of 1.7%.

TABLE 2 : AGE GROUPS

SOURCE: RESULTS FROM OUR OWN 2023 SURVEY ON GREEN SUPPLY CHAIN PURCHASING

Descriptive Statistics		
Age Group	N	N%
Under 18	5	2.8%
18-24	52	29.5%
25-34	89	50.6%
35-44	18	10.2%
45-54	6	3.4%
55-64	3	1.7%
65 or older	3	1.7%
Total	176	100.0%

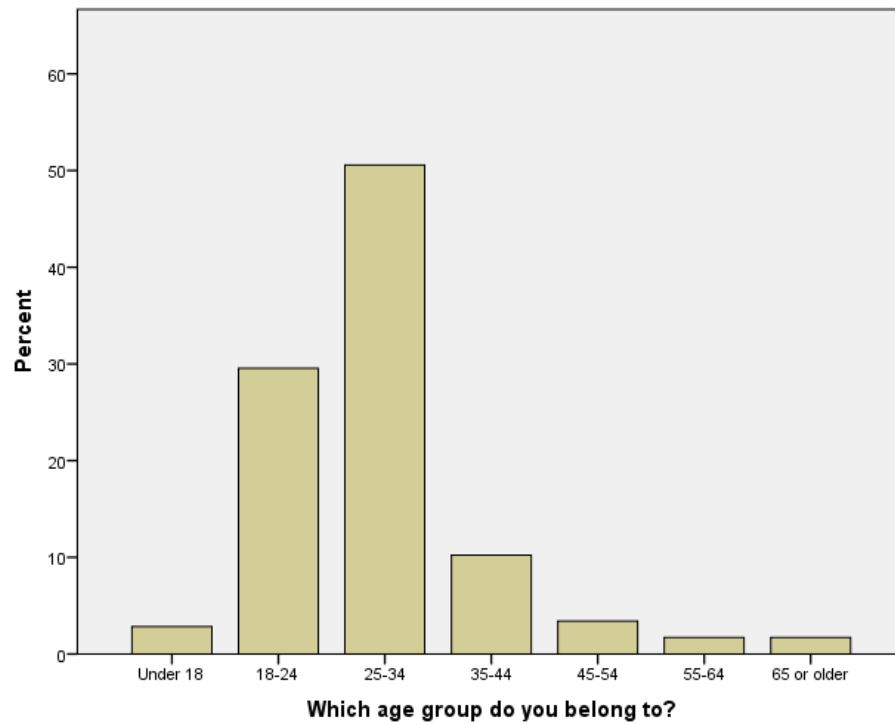


FIGURE 4 : AGE GROUPS

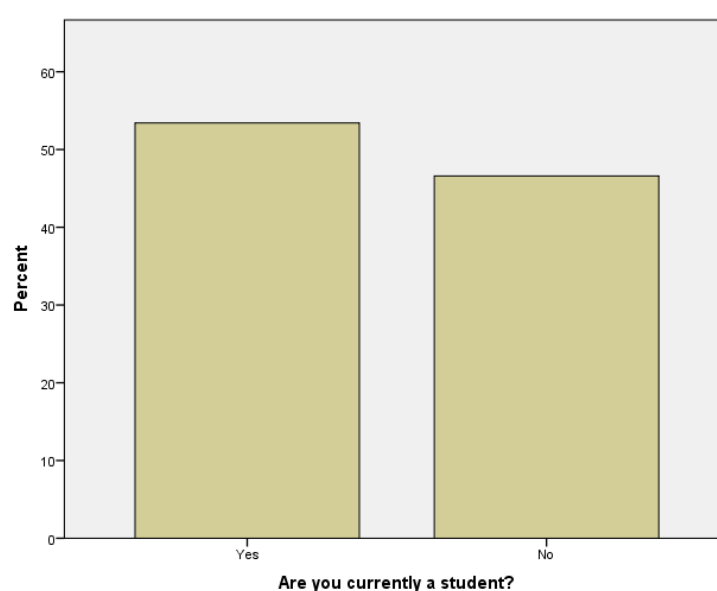
SOURCE: RESULTS FROM OUR OWN 2023 SURVEY ON GREEN SUPPLY CHAIN PURCHASING

2.3.1.3 Student status

Table 3 and Figure 5 represent the distribution of individuals who are currently students in a sample of 176 individuals. There were 94 individuals (53.4%) who responded "yes" they are currently a student and 82 individuals (46.6%) who answered "no". However, the majority of the participants were a student.

TABLE 3 : ARE YOU CURRENTLY A STUDENT?**SOURCE: RESULTS FROM OUR OWN 2023 SURVEY ON GREEN SUPPLY CHAIN PURCHASING**

Descriptive Statistics		
Are you currently a student?	N	N%
Yes	94	53.4%
No	82	46.6%
Total	176	100.0%

**FIGURE 5 : ARE YOU CURRENTLY A STUDENT?****SOURCE: RESULTS FROM OUR OWN 2023 SURVEY ON GREEN SUPPLY CHAIN PURCHASING**

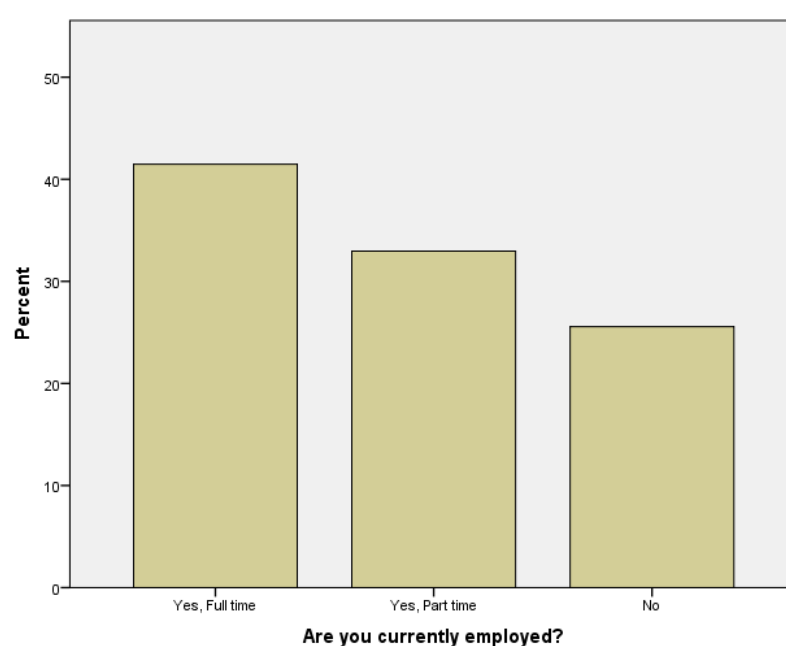
2.3.1.4 Employment

Table 4 and Figure 6 represent the employment status distribution in a sample of 176 individuals. There were 73 individuals (41.5%) who were employed full-time, 58 individuals (33.0%) who were employed part-time, and 45 individuals (25.6%) who were not employed. This shows that the majority of the participants are employed either full-time or part-time.

TABLE 4: ARE YOU CURRENTLY EMPLOYED?

SOURCE: RESULTS FROM OUR OWN 2023 SURVEY ON GREEN SUPPLY CHAIN PURCHASING

Descriptive Statistics		
Are you currently employed?	N	N%
Yes, Full-time	73	41.5%
Yes, Part-time	58	33.0%
No	45	25.6%
Total	176	100.0%

**FIGURE 6 : ARE YOU CURRENTLY EMPLOYED?**

SOURCE: RESULTS FROM OUR OWN 2023 SURVEY ON GREEN SUPPLY CHAIN PURCHASING

2.3.1.5 Place of residence

Table 5 and Figure 7 represent the distribution of the country of residence in a sample of 176 individuals. Hungary has the highest frequency (68) and percentage (38.6%) of respondents, followed by Tunisia (52 and 29.5%), France (11 and 6.3%), and Palestine (9 and 5.1%). The other countries have less than 5% each.

TABLE 5: WHERE DO YOU LIVE CURRENTLY?

SOURCE: RESULTS FROM OUR OWN 2023 SURVEY ON GREEN SUPPLY CHAIN PURCHASING

Descriptive Statistics		
Where do you live currently?	N	N%
Argentina	1	0.6%
Belgium	4	2.3%
Brazil	1	0.6%
Egypt	3	1.7%
France	11	6.3%
Germany	4	2.3%
Hungary	68	38.6%
Indonesia	1	0.6%
Italy	1	0.6%
Korea	1	0.6%
Lebanon	1	0.6%
Namibia	1	0.6%
Netherland	2	1.1%
Palestine	9	5.1%
Peru	1	0.6%
Qatar	2	1.1%
Russia	1	0.6%
Saudi Arabia	3	1.7%
Spain	1	0.6%
Switzerland	1	0.6%
Syria	1	0.6%
Tunisia	52	29.5%
Türkiye	1	0.6%
UAE	1	0.6%
Ukraine	2	1.1%
USA	2	1.1%
Total	176	100.0%

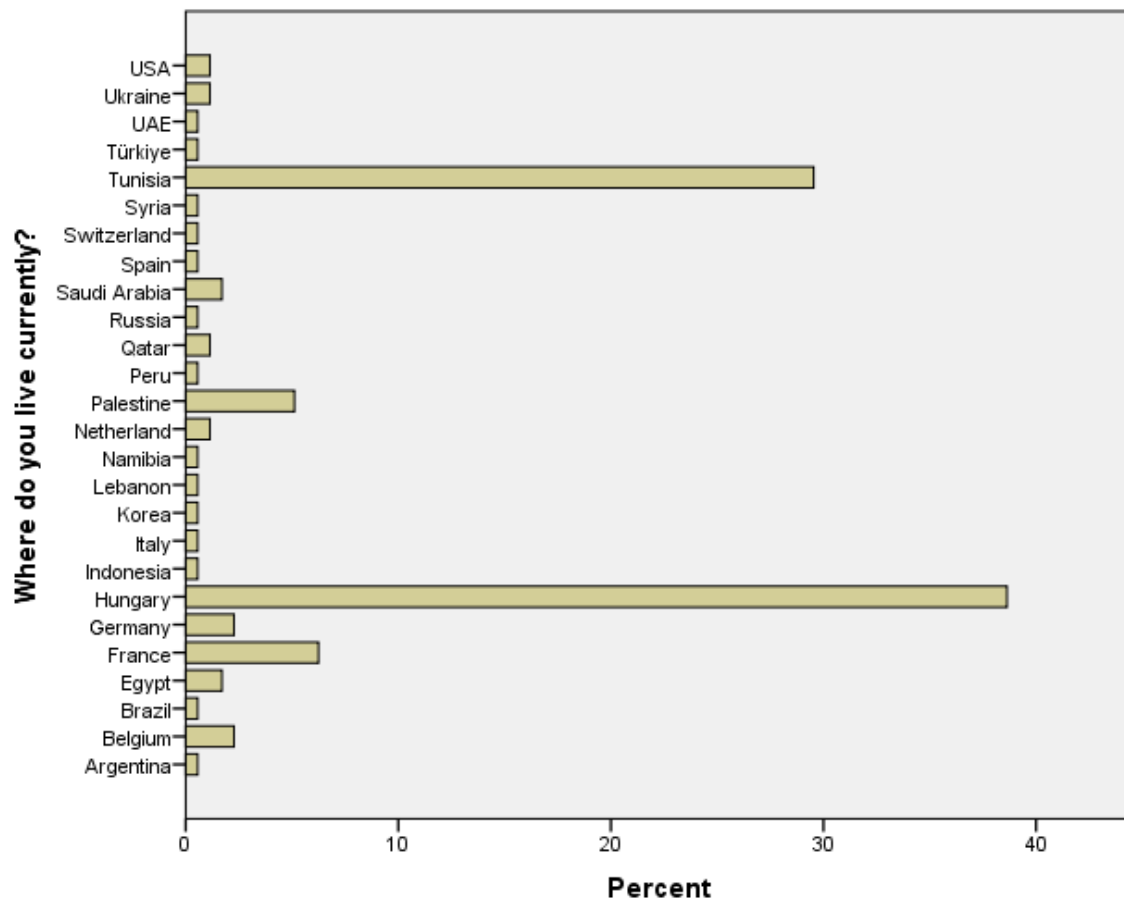


FIGURE 7 : WHERE DO YOU LIVE CURRENTLY?

SOURCE: RESULTS FROM OUR OWN 2023 SURVEY ON GREEN SUPPLY CHAIN PURCHASING

2.3.2 Section 2: Green Supply Chain Management (GSCM) practices

2.3.2.1 Exploring Green Supply Chain awareness in product purchasing: A study on familiarity

The table 6 and figure 8 shows the frequency and percentage of respondents who indicated their levels of familiarity regarding the concept of the green supply chain in product purchasing. Out of the total respondents, 28.4% (50) are very familiar with the concept of green supply chain in product purchasing, 51.7% (91) are somewhat familiar, and 19.9% (35) are not familiar at all. Overall the respondents showed a moderate level of familiarity with the concept of green supply chain in product purchasing.

The adoption and implementation of sustainable practices in supply chain management may be impacted by the moderate level of awareness with the idea of a green supply chain in

product purchasing. Companies must inform their customers about the advantages of ecologically sustainable operations and the significance of using green supply chains when acquiring products. Companies can encourage consumers to make ecologically responsible decisions by doing this, which could eventually result in a more sustainable future.

TABLE 6: FAMILIARITY WITH THE CONCEPT OF GREEN SUPPLY CHAIN IN PRODUCT PURCHASING

SOURCE: RESULTS FROM OUR OWN 2023 SURVEY ON GREEN SUPPLY CHAIN PURCHASING

Question	Very familiar		Somewhat familiar		Not familiar at all	
	N	N %	N	N %	N	N %
Familiarity with the concept of green supply chain in product purchasing	50	28.4%	91	51.7%	35	19.9%



FIGURE 8: FAMILIARITY WITH THE CONCEPT OF GSCM IN PRODUCT PURCHASING

SOURCE: RESULTS FROM OUR OWN 2023 SURVEY ON GREEN SUPPLY CHAIN PURCHASING

2.3.2.2 Green Supply Chain Management practices of companies: A study on purchasing behaviors and brand adoption

The table 7 and figure 9 shows that the majority of respondents (51.1%) indicated that the companies or brands from which they usually purchase products or services use Green

Supply Chain Management (GSCM) practices. On the other hand, 48.9% of respondents stated that their company or brand does not follow GSCM practices. It is worth noting that the proportion of respondents who answered "yes" (51.1%) was slightly higher than those who answered "no" (48.9%). This shows that a significant proportion of surveyed customers believe that their favorite company or brand has taken environmentally friendly measures in its supply chain operations.

Overall, the survey results show that a significant proportion of the surveyed customers believe that the companies or brands from which they usually purchase products or services have adopted GSCM practices, indicating an increase in consumer awareness and demand for environmentally friendly supply chain activities.

These results imply that customers are becoming more aware of and interested in supply chain practices that are environmentally friendly. Adopting GSCM procedures can have a positive impact on the environment and improve a company's standing in the eyes of customers who value sustainable procedures. To satisfy customer expectations and maintain their competitiveness, businesses who have not yet adopted GSCM techniques may want to think about including environmentally friendly practices in their supply chain operations.

TABLE 7: ADOPTION OF GSCM PRACTICES BY THE COMPANY/BRAND OF PURCHASE
SOURCE: RESULTS FROM OUR OWN 2023 SURVEY ON GREEN SUPPLY CHAIN PURCHASING

Question	YES		NO	
	N	N %	N	N %
Does the company or brand from which you usually purchase products or services adopt any Green Supply Chain Management (GSCM) practices	90	51,1%	86	48,9%



FIGURE 9: ADOPTION OF GSCM PRACTICES BY THE COMPANY/BRAND OF PURCHASE

SOURCE: RESULTS FROM OUR OWN 2023 SURVEY ON GREEN SUPPLY CHAIN PURCHASING

2.3.2.3 Consumer perspectives on sustainable purchasing: Evaluating the importance of environmental impact in product choices

Table 8 and Figure 10 show the frequency and percentage of respondents who indicated the importance of purchasing products with low environmental impact. Out of the total respondents, 44.3% (78) consider it extremely important to purchase products with low environmental impact, 51.1% (90) find it somewhat important, and 4.5% (8) do not consider it important. The majority of the respondents 95.4% (168) indicated that purchasing products that are produced sustainably with a low environmental impact is important to them, either extremely important 44.3% (78) or somewhat important 51.1% (90). Only a small minority 4.5% (8) said this factor is unimportant to them. This suggests that the respondents are aware of and concerned about the environmental implications and prefer to buy environment-friendly products.

The findings of this study have consequences for businesses and brands that want to satisfy consumer expectations while sustaining market competitiveness. Businesses that include sustainable practices into their supply chain operations and provide eco-friendly goods are more likely to draw in and keep clients that appreciate sustainable practices. Additionally, businesses that express their commitment to sustainability may improve their brand recognition and reputation with consumers.

TABLE 8: IMPORTANCE OF PURCHASING SUSTAINABLE PRODUCTS WITH LOW ENVIRONMENTAL IMPACT

SOURCE: RESULTS FROM OUR OWN 2023 SURVEY ON GREEN SUPPLY CHAIN PURCHASING

Question	Extremely important		Somewhat important		Not important	
	N	N %	N	N %	N	N %
How important is it for you to purchase products that are produced sustainably with a low environmental impact?	78	44.3%	90	51.1%	8	4.5%

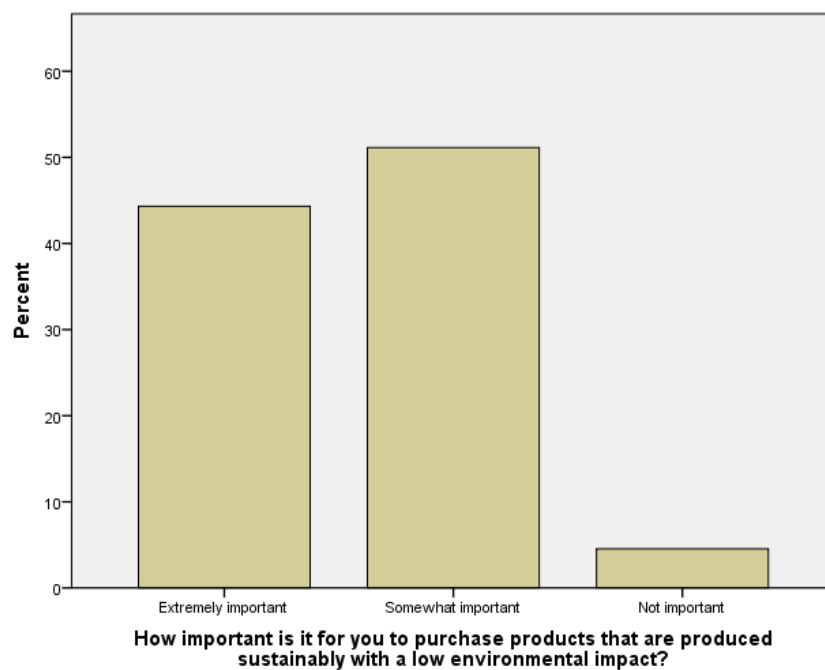


FIGURE 10 : IMPORTANCE OF PURCHASING SUSTAINABLE PRODUCTS WITH LOW ENVIRONMENTAL IMPACT

SOURCE: RESULTS FROM OUR OWN 2023 SURVEY ON GREEN SUPPLY CHAIN PURCHASING

2.3.2.4 Factors that influence decision to purchase products that are produced sustainably with a low environmental impact

The table 9 shows the frequencies and percentages of the factors that influence the purchase decision of the respondents. The respondents can select more than one factor, so the total number of responses are 508 greater than the actual number of respondents in the study N=176. Out of the total responses, concern for health and safety has the highest percentage

22.8%, followed by concern for the environment 22.0%, price 18.5%, quality of the product 18.3%, availability of sustainable options 10.6%, and brand reputation 7.7%.

The survey's findings suggest that a variety of factors affect customers' decision to buy. Health, safety, and the environment were the top concerns among respondents, demonstrating that consumers are becoming more aware of their impact on the environment and their own well-being. In addition, price and quality were significant deciding factors in purchases, showing that buyers value and high quality in their purchases. There is a need for more ecologically friendly solutions, which is indicated by the fact that the availability of sustainable options was also mentioned as a factor. Last but not least, it was discovered that brand reputation had a lesser influence on purchases than other criteria. Overall, this indicates that businesses and brands may benefit from putting environmental and health considerations first while preserving affordability and quality.

TABLE 9: MULTIPLE RESPONSE TABLE FOR FACTORS INFLUENCING PURCHASE DECISION

SOURCE: RESULTS FROM OUR OWN 2023 SURVEY ON GREEN SUPPLY CHAIN PURCHASING

Factors Influencing Purchase Decision	N	N %
Concern for the environment	112	22.0%
Concern for health and safety	116	22.8%
Quality of the product	93	18.3%
Availability of sustainable options	54	10.6%
Price	94	18.5%
Brand reputation	39	7.7%
Total	508	100.0%

2.3.2.5 Frequency of purchasing sustainable, low environmental impact products

The table 10 and figure 11 shows the frequency and percentage of respondents who indicated how often they purchase products that are produced sustainably with a low environmental impact. The data shows that the majority of respondents (48.3%) purchase such products "Often," while a smaller percentage (18.2%) do so "Always." Additionally, 31.3% of respondents "Never" buy sustainable products, and only 2.3% do so "Rarely." However, the majority of the respondents (66.5%) said that they purchase such products always or often, while the minority (33.5%) said that they purchase them never or rarely. This implies that the

respondents have a high level of awareness and preference for sustainable products with a low environmental impact.

It can be inferred from the data in Table 10 and Figure 11 that most respondents have a favorable attitude toward buying goods that are produced sustainably and have a minimal impact on the environment. Although a sizable portion of respondents claimed they never or infrequently buy sustainable products, the majority of them do so constantly or frequently. This shows a rising trend in customer awareness of and demand for eco-friendly items. To address the rising demand for eco-friendly products, businesses and brands who offer sustainable products have a large market opportunity.

TABLE 10: FREQUENCY OF SUSTAINABLE, LOW ENVIRONMENTAL IMPACT PRODUCT PURCHASES
SOURCE: RESULTS FROM OUR OWN 2023 SURVEY ON GREEN SUPPLY CHAIN PURCHASING

Question	Always		Often		Never		Rarely	
	N	N %	N	N%	N	N %	N	N %
How often do you purchase products that are produced sustainably with a low environmental impact?	32	18.2%	85	48.3%	55	31.3%	4	2.3%

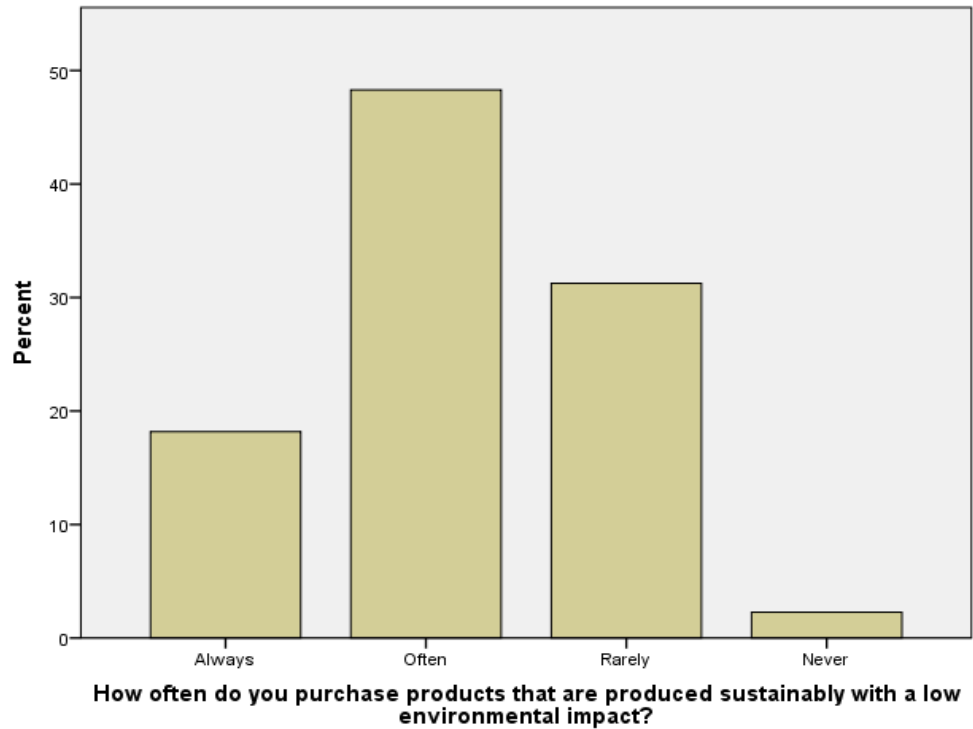


FIGURE 11: FREQUENCY OF SUSTAINABLE, LOW ENVIRONMENTAL IMPACT PRODUCT PURCHASES
SOURCE: RESULTS FROM OUR OWN 2023 SURVEY ON GREEN SUPPLY CHAIN PURCHASING

2.3.3 Section 3: Green consumer purchase behavior

2.3.3.1 Willingness to pay more for sustainable, low environmental impact products compared to non-sustainable products

The table 11 and figure 12 shows the frequency and percentage of respondents who answered "yes" or "no" to the question of whether they purchase products that are produced sustainably with a low environmental impact. Most respondents (73.3%) said they purchase such products, while the minority (26.7%) said that they do not. This indicates that the respondents have a positive attitude and behavior towards sustainable products and are concerned about the environmental impact of their consumption choices.

This conclusion emphasizes the necessity for companies to create sustainable goods and procedures in order to meet the rising demand from customers who give environmental responsibility a high priority when making purchases.

TABLE 11: FREQUENCY OF WILLINGNESS TO PAY MORE FOR SUSTAINABLE, LOW ENVIRONMENTAL IMPACT PRODUCTS COMPARED TO NON-SUSTAINABLE PRODUCTS

Question	Yes		No	
	N	N %	N	N %
How often do you purchase products that are produced sustainably with a low environmental impact?	129	73.3%	47	26.7%

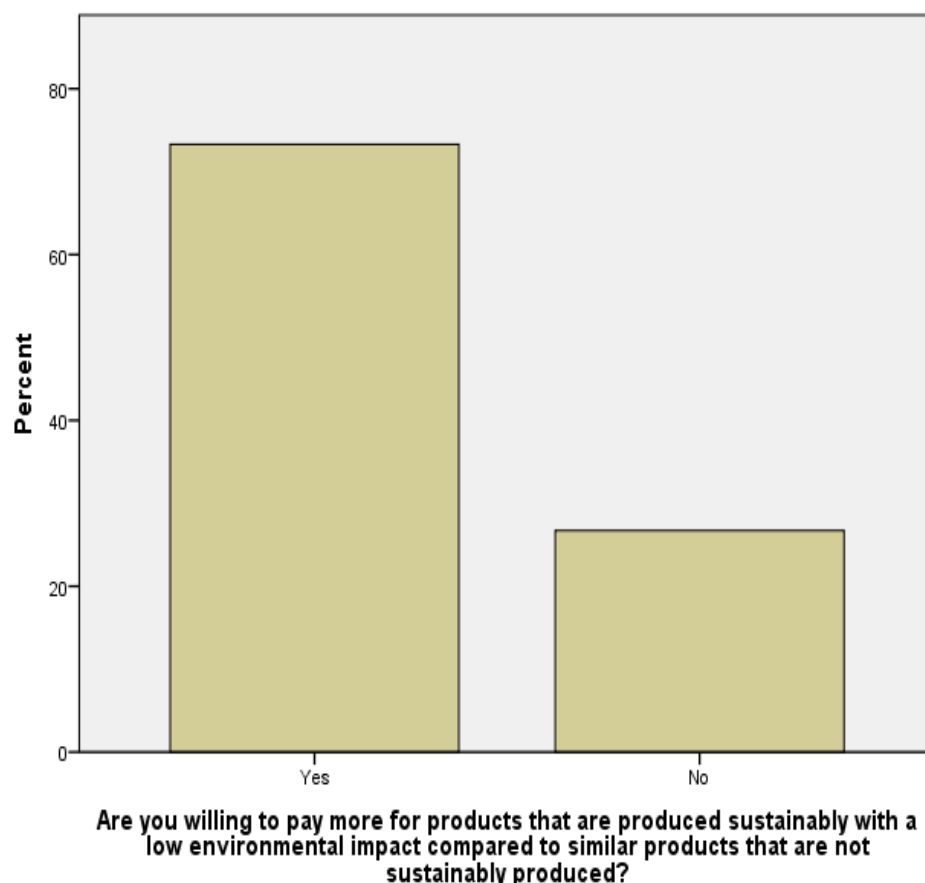


FIGURE 12: : FREQUENCY OF WILLINGNESS TO PAY MORE FOR SUSTAINABLE, LOW ENVIRONMENTAL IMPACT PRODUCTS COMPARED TO NON-SUSTAINABLE PRODUCTS

SOURCE: RESULTS FROM OUR OWN 2023 SURVEY ON GREEN SUPPLY CHAIN PURCHASING

2.3.3.2 Purchase decisions based on company/brand's environmental practices

The table 12 and figure 13 shows that 43.2% of respondents said they had made a purchase in the past year directly because of a company or brand's environmental practices or reputation, while 56.8% said they had not. It is worth noting that a large number of respondents (43.2%) answered the question with "Yes", indicating that a significant number of surveyed customers were influenced by a company or brand's environmental protection practices or reputation when making a purchase decision. in the past year. On the other hand, a slightly higher percentage of respondents (56.8%) answered "no", indicating that the majority of surveyed customers do not make purchases based on the environmental protection practices or reputation of a company or brand. These data suggest that while a large proportion of consumers cite environmental practices or reputation as a factor in their purchasing decisions, it may not be the only or primary factor for all customers. Other factors such as price, product quality, convenience and brand loyalty can also influence purchasing decisions.

In conclusion, the poll results indicate that customers are giving more weight to environmental factors when choosing products. A sizable majority of respondents feel that the businesses or brands from whom they typically buy goods or services have implemented GSCM practices. These respondents are familiar with the idea of green supply chain management (GSCM). Additionally, the vast majority of respondents said it is important to them to buy goods that have a low impact on the environment and are produced sustainably. The respondents' buying decisions are influenced by their concerns for their health and safety, the environment, pricing, product quality, the availability of sustainable solutions, and brand reputation. The majority of respondents say they frequently or always buy sustainable goods, and a sizeable percentage of them say they recently made a purchase as a result of a firm or brand's environmental policies or reputation. Overall, the survey's findings point to growing consumer demand and understanding of environmentally friendly goods and behaviors.

TABLE12: HAVE YOU MADE ANY PURCHASES IN THE PAST YEAR SPECIFICALLY BECAUSE OF THE ENVIRONMENTALLY FRIENDLY PRACTICES OR REPUTATION OF A COMPANY OR BRAND?

SOURCE: RESULTS FROM OUR OWN 2023 SURVEY ON GREEN SUPPLY CHAIN PURCHASING

Question	Yes		No	
	N	N %	N	N %
Have you made any purchases in the past year specifically because of the environmentally friendly practices or reputation of a company or brand?	76	43,2%	100	56,8%

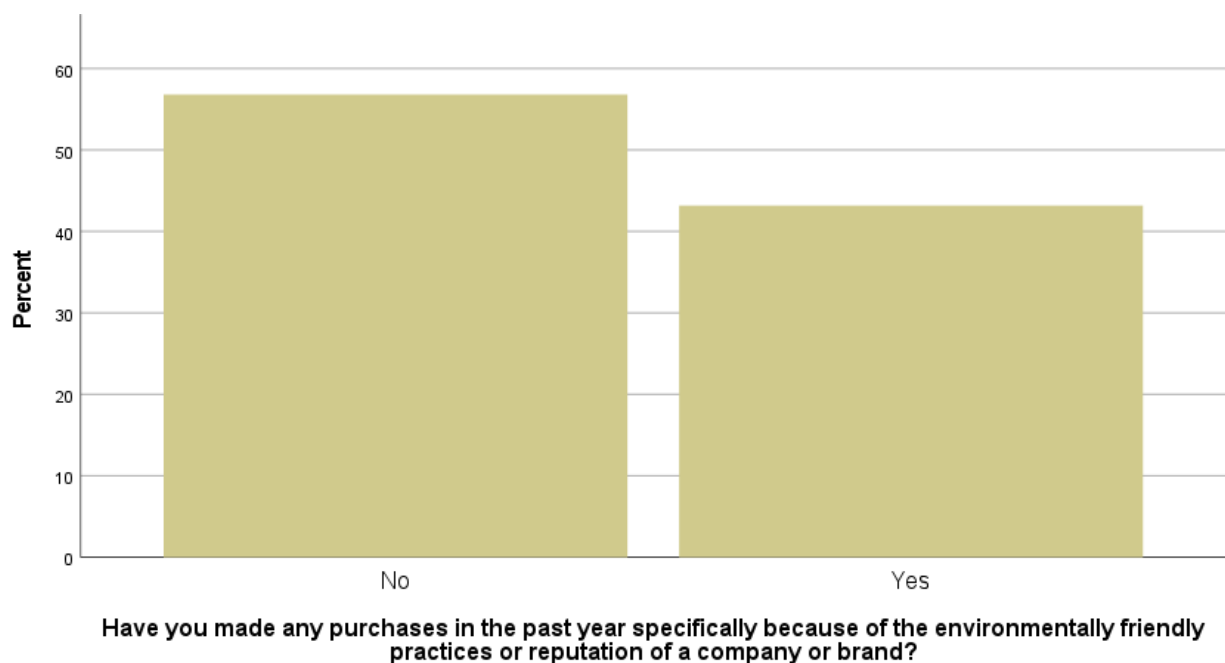


FIGURE 13: CONSUMER BEHAVIOR TOWARDS ENVIRONMENTALLY-FRIENDLY PRACTICES: INFLUENCE ON PURCHASING DECISIONS

SOURCE: RESULTS FROM OUR OWN 2023 SURVEY ON GREEN SUPPLY CHAIN PURCHASING

2.3.3.3 Chi-Square purchasing sustainably produced products vs student status

The table 13 and figure 14 shows the distribution of responses to the question "How often do you purchase products that are produced sustainably with a low environmental impact?" based on whether the participant is currently a student or not. The crosstab shows that students are more likely to purchase sustainable products always or often (64.9% of students vs. 68.3% of non-students), while non-students are more likely to purchase them rarely or

never (31.7% of non-students vs. 35.1% of students). This may indicate that students have a higher awareness and preference for sustainable products while non students have less awareness. The Chi-Square tests suggest that there is a statistically significant association between being a student and the frequency of purchasing sustainably produced products.

In summary, the analyzes in Table 13 and Figure 14 highlight the link between student status and frequency of purchasing sustainably produced products. This result suggests that students are more likely than non-students to purchase environmentally friendly products. The results also suggest that non-students are less likely to buy sustainable products, or not at all. This may indicate a lack of awareness or interest in sustainability. The statistically significant association between student status and purchasing behavior may play a role in educational institutions promoting awareness of sustainability and encouraging sustainable purchasing behavior. suggests that Companies and brands that adopt environmentally friendly practices can also benefit from appealing to students who are more likely to value sustainability when making purchasing decisions. Further research can examine the underlying factors influencing sustainable purchasing behavior and the effectiveness of different strategies to promote awareness and acceptance of sustainability among different population groups.

TABLE 13: CHI-SQUARE PURCHASING SUSTAINABLY PRODUCED PRODUCTS VS STUDENT STATUS

SOURCE: RESULTS FROM OUR OWN 2023 SURVEY ON GREEN SUPPLY CHAIN PURCHASING

Question		Yes		No		P-Value (Sig<0.05)
		N	N %	N	N %	
Chi-Square purchasing sustainably produced products vs student status	Always	26	81.3%	6	18.8%	.001
	Often	35	41.2%	50	58.8%	
	Rarely	30	54.5%	25	45.5%	
	Never	3	75.0%	1	25.0%	
	Total	94		82		

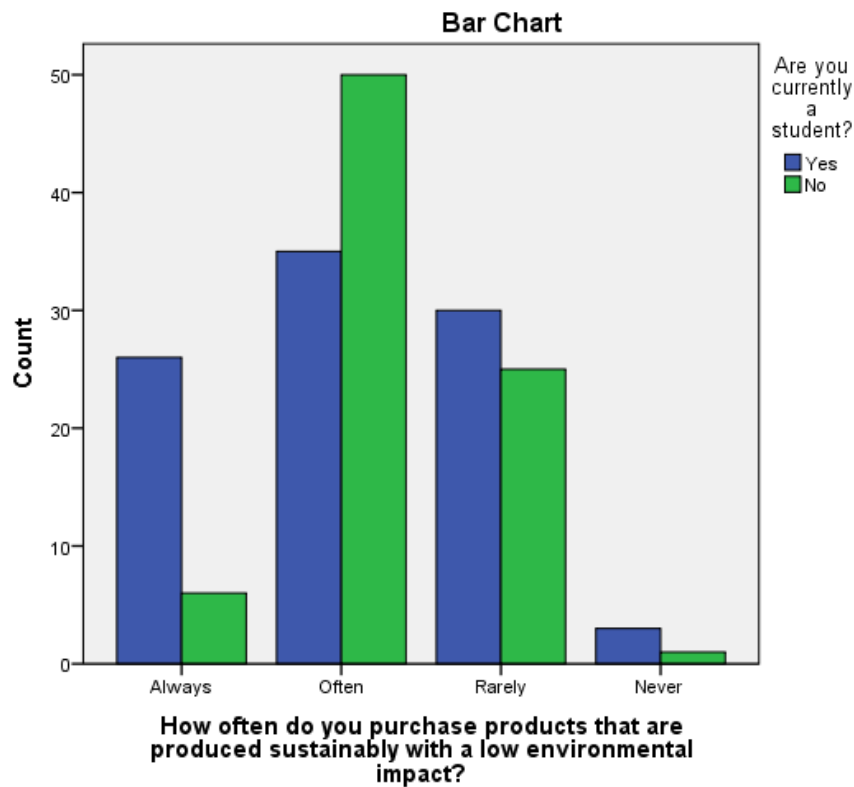


FIGURE 14 : CHI-SQUARE PURCHASING SUSTAINABLY PRODUCED PRODUCTS VS STUDENT STATUS

SOURCE: RESULTS FROM OUR OWN 2023 SURVEY ON GREEN SUPPLY CHAIN PURCHASING

2.3.3.4 Sustainable practices that are most important to you when considering a company's supply chain

The table 14 shows the frequencies and percentages of the important sustainable practices the respondents selected. The respondents can choose more than one practice, so the total number of responses (406) is greater than the number of respondents (176).

The most common practice that the respondents considered important is the use of renewable energy sources (30.5% of total response), followed by the efficient use of natural resources (19.7% of total response) and the reduction of greenhouse gas emissions (17.5% of total response). These practices reflect the environmental dimension of sustainability and the concern for mitigating climate change and preserving natural resources. The least common

practices are sustainable sourcing of raw materials (16.3% of total response) and implementation of circular economy principles (16.0% of total response).

Based on the survey's findings, it can be inferred that respondents place a high priority on environmentally friendly actions like using renewable energy sources and cutting greenhouse gas emissions. This shows that the respondents are quite aware of and concerned about environmental issues, particularly those connected to climate change and the loss of natural resources. However, given the relatively small number of respondents who viewed the application of circular economy principles and sustainable raw material sourcing as important practices, it is possible that there is still room for improvement in terms of promoting and educating consumers about these sustainability aspects. Overall, the findings emphasize the significance of implementing an extensive and integrated strategy for sustainability that addresses both environmental and social concerns.

TABLE 14: MULTIPLE RESPONSE TABLE FOR SUSTAINABLE PRACTICES THAT ARE MOST IMPORTANT FOR A COMPANY'S SUPPLY CHAIN

SOURCE: RESULTS FROM OUR OWN 2023 SURVEY ON GREEN SUPPLY CHAIN PURCHASING

Sustainable practices that are most important for a company's supply chain	N	N %
Use of renewable energy sources	124	30.5%
Reduction of greenhouse gas emissions	71	17.5%
Efficient use of natural resources	80	19.7%
Sustainable sourcing of raw materials	66	16.3%
Implementation of circular economy principles	65	16.0%
Total	406	100.0%

2.3.3.5 Balancing sustainability and cost: consumer opinions on supply chain priorities for companies

Table 15 and figure 16 shows the frequency and percentage of respondents who answered "yes" or "no" to whether they think that companies should prioritize sustainability in their supply chain even if the products are more expensive for consumers. The vast majority of the respondents (89.8%) said that they think that companies should prioritize sustainability, while only a small minority (10.2%) said that they do not. This suggests that the respondents strongly prefer and are willing to pay for sustainable products.

TABLE 15: FREQUENCY OF PRIORITIZING OF SUSTAINABILITY IN SUPPLY CHAIN EVEN IF THE PRODUCTS ARE MORE EXPENSIVE

SOURCE: RESULTS FROM OUR OWN 2023 SURVEY ON GREEN SUPPLY CHAIN PURCHASING

Question	Yes		No	
	N	N %	N	N %
Do you think that companies should prioritize sustainability in their supply chain even if it means that the products are more expensive for consumers?	158	89.8%	18	10.2%

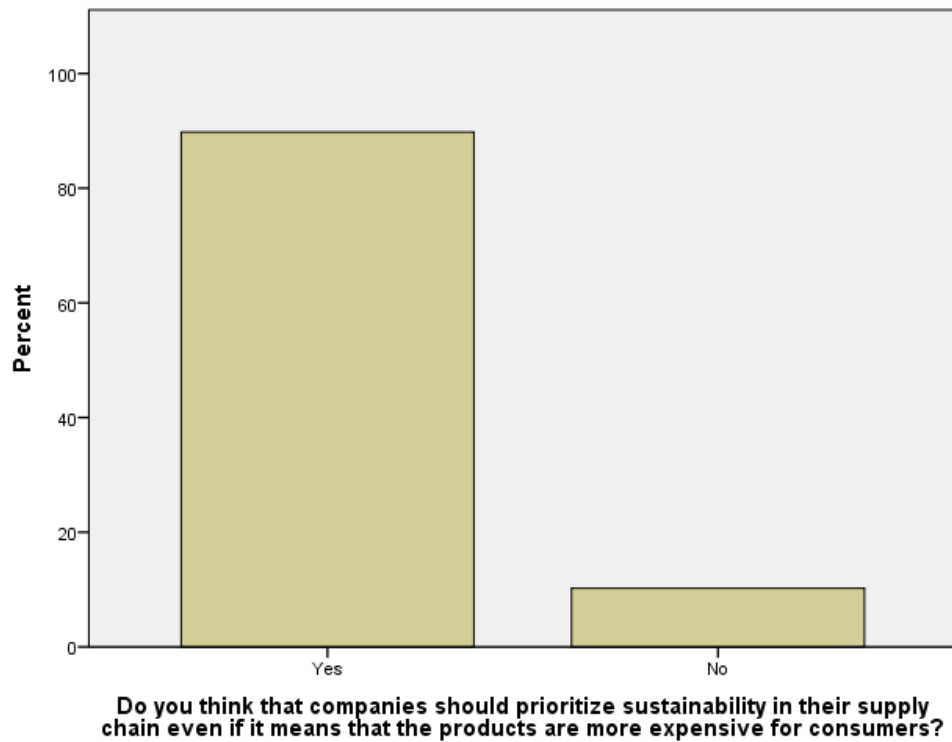


FIGURE 15 : FREQUENCY OF PRIORITIZING OF SUSTAINABILITY IN SUPPLY CHAIN EVEN IF THE PRODUCTS ARE MORE EXPENSIVE

SOURCE: RESULTS FROM OUR OWN 2023 SURVEY ON GREEN SUPPLY CHAIN PURCHASING

2.3.3.6 Consumer Engagement with Green Supply Chain Management: Exploring Personal Actions and Behaviors

Table 12 and figure 17 shows, the answers to the questions about the individual activities in support of Green Supply Chain Management (GSCM) practices are as follows:

- No, I have no plans: 15.3% of respondents said they have not taken any action to support GSCM practices and do not plan to do so in the future.
- No, but I plan to: Another 15.3% of respondents said they have not taken any action to support GSCM practices, but plan to do so in the future.
- Does not apply to me: 15.3% of respondents indicated that the question does not apply to them, which may mean that they do not have the ability or need to take action to support GSCM practices.
- Yes, often: 33% of respondents said they often take steps to support GSCM practices, which may include purchasing from green companies or actively reducing their carbon footprint.

- Yes, sometimes: 21% of respondents indicated that they occasionally intervene in support of GSCM practices, suggesting that they do not do so often, but do occasionally engage in this activity.

It should be noted that a significant proportion of respondents (33% + 21% = 54%) mentioned that they regularly or occasionally take some action to support GSCM practices. This shows significant respondents' commitment and awareness of environmentally friendly practices in supply chain management. However, it is worth noting that a significant proportion of respondents (15.3% + 15.3% + 15.3% = 46%) indicated that they had taken no action or planned to support GSCM practices, indicating that there are still some respondents, which increases awareness and Room. for operation. Overall, the data show that a significant proportion of respondents have taken or plan to take steps to support GSCM practices, indicating growing consumer interest and commitment to sustainable supply chain management practices.

TABLE 12: HAVE YOU PERSONALLY TAKEN ANY ACTION TO SUPPORT GSCM PRACTICES
SOURCE: RESULTS FROM OUR OWN 2023 SURVEY ON GREEN SUPPLY CHAIN PURCHASING

Question	Yes, occasionally		Yes, frequently		Not applicable to me		No, but I plan to		No, and I have no plans to
	N	N %	N	N%	N	N %	N	N %	N
Have you personally taken any action to support GSCM practices, such as purchasing from eco-friendly companies or reducing your own carbon footprint?	37	21,0%	58	33,0%	27	15,3%	27	15,3%	27

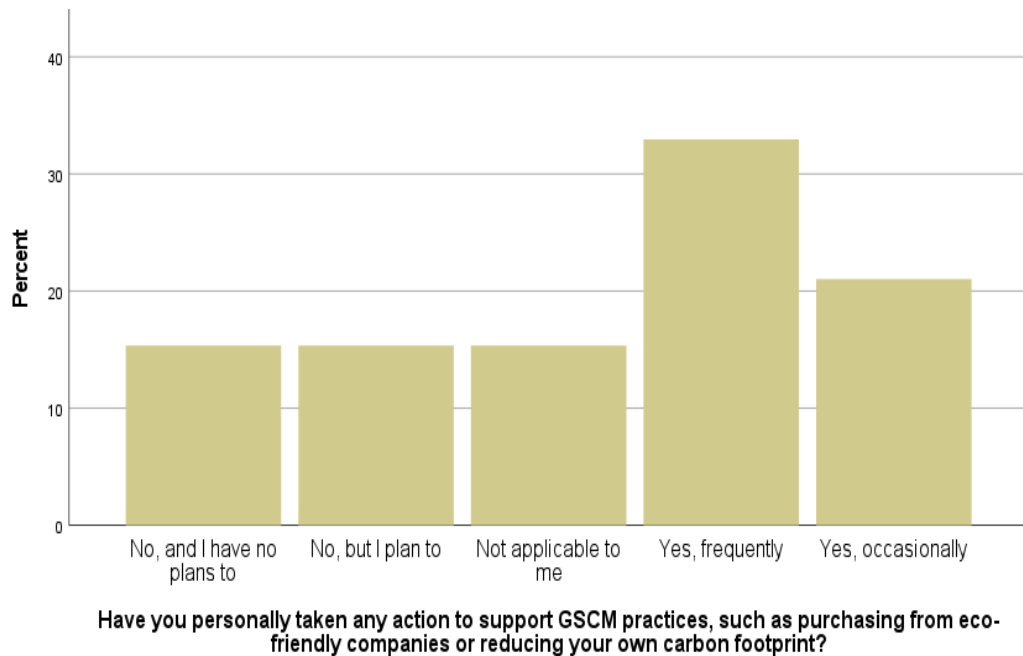


FIGURE 16: HAVE YOU PERSONALLY TAKEN ANY ACTION TO SUPPORT GSCM PRACTICES

SOURCE: RESULTS FROM OUR OWN 2023 SURVEY ON GREEN SUPPLY CHAIN PURCHASING

2.3.3.7 Social pressure to support environmentally friendly supply chain practices

Table 13 and figure 18 shows the results of a survey question that asked respondents to rate the level of social pressure they feel from others to support green practices in supply chain (SC) operations. The table shows the frequency of responses for different categories ranging from "very stressed" to "no stress". The data showed that 15.9% of respondents reported feeling "very high pressure" from others to support green practices in SC operations, while 19.3% reported feeling "very high pressure". Additionally, 19.3% of respondents said they felt "moderately stressed", 16.5% said they felt "not very stressed", and the majority of respondents (29.0%) said they felt "not at all stressed". Notably, a large proportion of respondents (45.2 percent in total) reported feeling "very tense" or "stressed" to support green practices in SC activities, suggesting that a significant proportion of respondents might feel that the social stress of others. On the other hand, nearly one-third of respondents reported feeling no pressure, suggesting that not everyone feels intense societal pressure to support green practices in SC activities. Overall, the data in Table 17 show that while a significant proportion of respondents may feel social pressure to support environmentally friendly practices in SC activities, a significant proportion do not, suggesting that individual

perceptions and experiences of social pressure differ from environmental practices in SC operations.

TABLE 13: SOCIAL PRESSURE AND ENVIRONMENTAL PRACTICES IN SUPPLY CHAIN OPERATIONS: A COMPARATIVE ANALYSIS OF PRESSURE INTENSITY

SOURCE: RESULTS FROM OUR OWN 2023 SURVEY ON GREEN SUPPLY CHAIN PURCHASING

Question	Very high pressure		High pressure		Moderate pressure		Little pressure		No pressure at all	
	N	N %	N	N%	N	N %	N	N %	N	N%
How much do you feel social pressure from others to support environmentally friendly practices in SC operations	28	15,9%	34	19,3%	34	19,3%	29	16,5%	51	29,0%

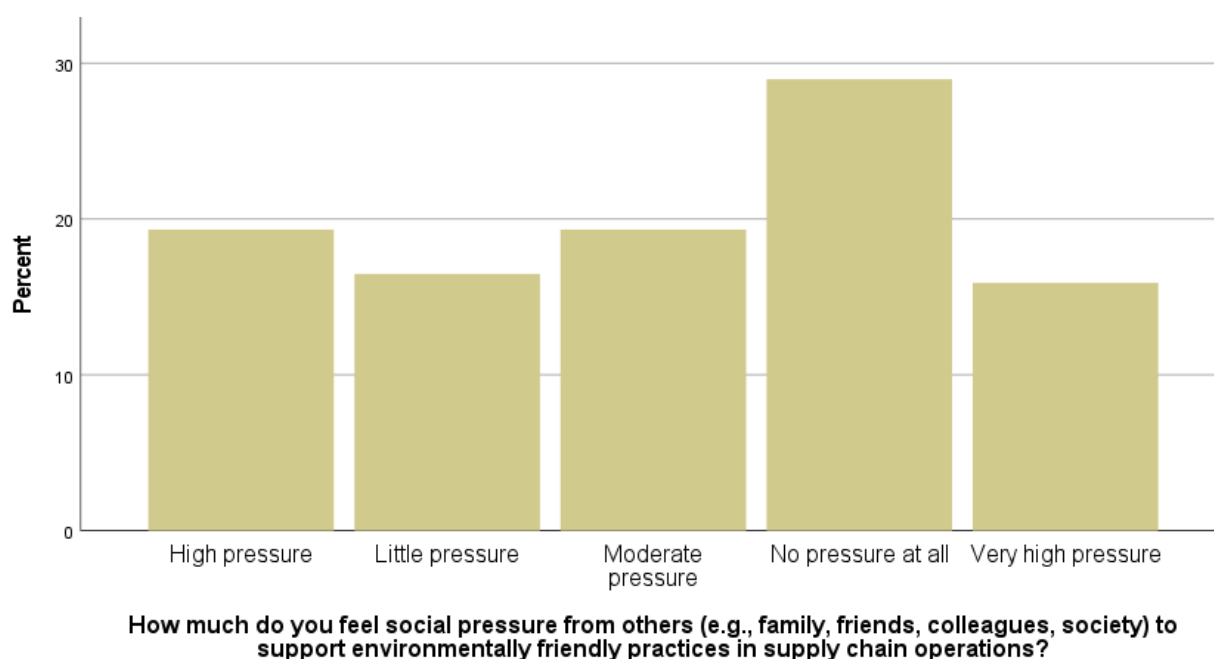


FIGURE 17: HOW MUCH DO YOU FEEL SOCIAL PRESSURE FROM OTHERS TO SUPPORT ENVIRONMENTALLY FRIENDLY PRACTICES IN SC OPERATIONS

SOURCE: RESULTS FROM OUR OWN 2023 SURVEY ON GREEN SUPPLY CHAIN PURCHASING

2.3.3.8 Influence of social opinion and behavior on attitudes towards environmentally responsible Supply Chain practices

Table 14 and figure 19 shows, the answers to the question about the influence of other opinions and actions on the formation of attitudes towards companies that use environmentally responsible practices in their supply chain activities are as follows:

- Extremely influential: 15.3% of respondents believe that the opinions and actions of others greatly influence their attitudes toward companies that use green practices in their supply chain operations.
- Highly influential: 14.8% of respondents believe that other people's opinions and actions have a strong influence on how they feel about companies that use environmentally responsible practices in their supply chain operations.
- Moderate influence: 15.3 percent of respondents believe that the opinions and actions of others have a moderate influence on forming their attitudes toward companies that use green practices in their supply chain operations.
- No influence: 32.4% of respondents believed that other people's opinions and actions have no influence on their attitudes towards companies that use green practices in their supply chains.
- Moderate influence: 22.2 percent of respondents believe that other people's opinions and actions have little influence on forming their attitudes toward companies that use green practices in their supply chain operations.

Interestingly, a significant proportion of respondents ($15.3\% + 14.8\% + 15.3\% = 45.4\%$) revealed that the opinions and actions of others influenced their attitudes towards environmentally responsible practices in supply chain operations, at least to some extent. This suggests that the opinions and actions of others can influence individual's attitudes toward companies that use environmentally responsible practices in their supply chain operations. On the other hand, a significant number of respondents (32.4%) mentioned that the opinions and actions of others do not affect their attitude towards environmentally responsible practices of companies in the operation of the supply chain. This suggests that in this context there may be differences in the extent to which individuals are influenced by the beliefs and actions of others. In general, the data show that although the opinions and actions of others can influence a person's attitude towards a company's environmentally responsible

practices in supply chain operations to some extent, the degree of influence varies among respondents, with a significant proportion rejecting significant influence.

TABLE 14: INFLUENCE OF SOCIAL OPINION AND BEHAVIOR ON ATTITUDES TOWARDS ENVIRONMENTALLY RESPONSIBLE SUPPLY CHAIN PRACTICES: QUANTIFYING THE IMPACT

SOURCE: RESULTS FROM OUR OWN 2023 SURVEY ON GREEN SUPPLY CHAIN PURCHASING

Question	Extremely influential		Highly influential		Moderately influential		Slightly influential		Slightly influential	
	N	N %	N	N%	N	N %	N	N %	N	N%
How influential are the opinions and behaviors of others in shaping your attitude towards companies that engage in environmentally responsible practices in their supply chain operations?	27	15,3%	26	14,8%	27	15,3%	39	22,2%	57	32,4%

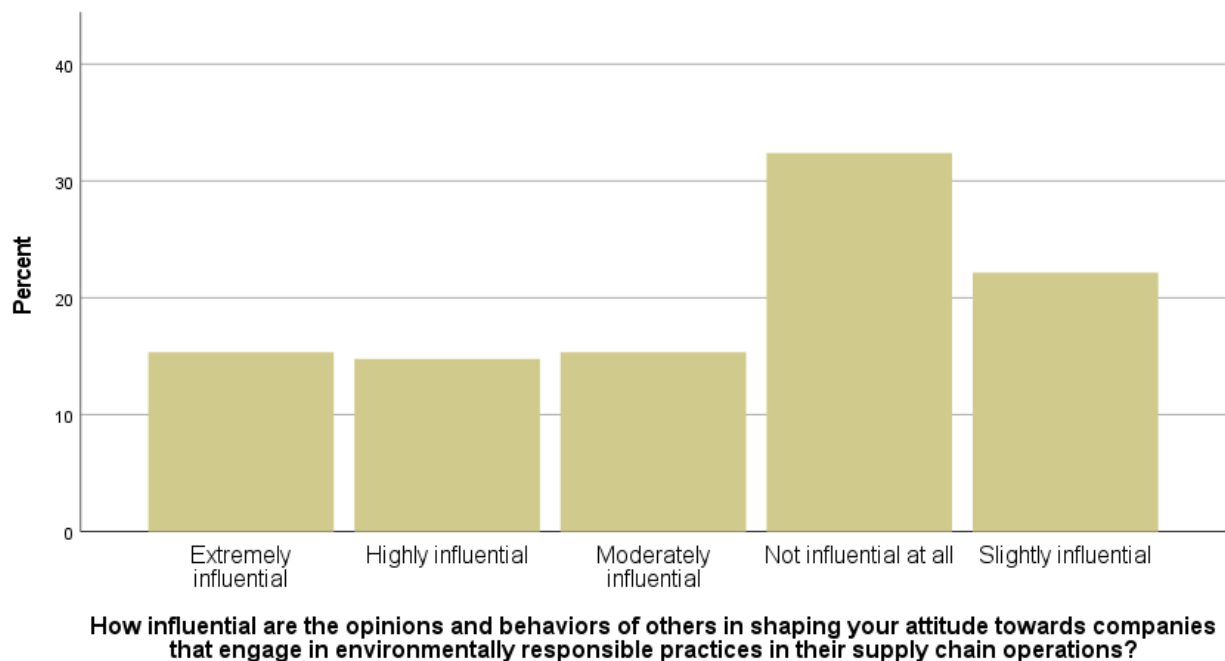


FIGURE 18: HOW INFLUENTIAL ARE THE OPINIONS AND BEHAVIORS OF OTHERS IN SHAPING YOUR ATTITUDE TOWARDS COMPANIES THAT ENGAGE IN ENVIRONMENTALLY RESPONSIBLE PRACTICES IN THEIR SC OPERATIONS

SOURCE: RESULTS FROM OUR OWN 2023 SURVEY ON GREEN SUPPLY CHAIN PURCHASING

2.3.3.9 The role of green purchasing behavior in achieving environmental sustainability: perceptions and beliefs

Table 15 and figure 20 shows, the answers to the question of the extent to which individuals believe that their environmentally friendly purchasing behavior contributes to environmental sustainability are as follows: Average: 19.3% of respondents believe that their green shopping behavior can moderately contribute to environmental sustainability.

- Not at all: 33.5% of respondents felt that their green procurement practices do not contribute to environmental sustainability in any way.
- Weak: 29.5% of respondents believe that their green shopping behavior has contributed little to sustainable environmental development.
- Very: 17.6% of respondents believe that their green shopping behavior can significantly contribute to sustainable environmental development. It is worth noting that a large proportion of respondents (33.5%) indicated that they felt that their green procurement practices did not contribute to environmental sustainability in any way.

On the other hand, a smaller proportion of respondents (17.6%) expressed a high belief that their green procurement practices can significantly contribute to environmental sustainability. In contrast, a significant number of respondents ($19.3\% + 29.5\% = 48.8\%$) believed that their environmentally friendly shopping behavior had made some or less contribution to environmental sustainability. This suggests that there is variation among respondents in the extent to which their green procurement practices can significantly impact environmental sustainability. Overall, the data suggest that while a large proportion of respondents may have moderate to high confidence in the contribution of their green procurement practices to environmental sustainability, a significant proportion may also believe that their green procurement practices environmental sustainability did not affect the context.

TABLE 15: THE PERCEIVED IMPACT OF GREEN PURCHASING BEHAVIOR ON ENVIRONMENTAL SUSTAINABILITY: A COMPARATIVE ANALYSIS

SOURCE: RESULTS FROM OUR OWN 2023 SURVEY ON GREEN SUPPLY CHAIN PURCHASING

Question	Very much		Moderately		Slightly		Not at all	
	N	N %	N	N%	N	N %	N	N %
To what extent do you believe that your green purchasing behavior can contribute to environmental sustainability?	31	17,6%	34	19,3%	52	29,5%	39	33,5%



FIGURE 19: TO WHAT EXTEND DO YOU BELIEVE THAT YOUR GREEN PURCHASING BEHAVIOR CAN CONTRIBUTE TO ENVIRONMENTAL SUSTAINABILITY

SOURCE: RESULTS FROM OUR OWN 2023 SURVEY ON GREEN SUPPLY CHAIN PURCHASING

2.3.4 Chi-Square tests

2.3.4.1 Exploring the relationship between familiarity with green Supply Chain in product purchasing and willingness to pay more for sustainable products: A Chi-Square test analysis

The table 16 and figure 21 shows the distribution of responses to the questions "How familiar are you with the concept of green supply chain in product purchasing?" and "Are you willing to pay more for products that are produced sustainably with a low environmental impact compared to similar products that are not sustainably produced? The crosstab shows that respondents who are very familiar with the concept of green supply chain are more likely to be willing to pay more for sustainable products (86% of very familiar respondents vs. 70.3% of somewhat familiar respondents and 62.9% of not familiar at all respondents), while respondents who are not familiar at all with the concept are more likely to be not willing to pay more for sustainable products (37.1% of not familiar at all respondents vs. 29.7% of somewhat familiar respondents and 14% of very familiar respondents). This may indicate that familiarity with the concept of green supply chain increases the awareness and preference for sustainable products and influences the willingness to pay more for them.

The Chi-Square tests suggest that there is a statistically significant association between familiarity with the concept of green supply chain and willingness to pay more for sustainably produced products.

Overall, data implies that raising consumer behavior and market sustainability through increased education and knowledge of sustainable practices and green supply chains.

TABLE 16: ASSOCIATION BETWEEN CONSUMER FAMILIARITY WITH GREEN SUPPLY CHAIN AND WILLINGNESS TO PAY MORE FOR SUSTAINABLE PRODUCTS WITH LOW ENVIRONMENTAL IMPACT: CHI-SQUARE TEST RESULTS

SOURCE: RESULTS FROM OUR OWN 2023 SURVEY ON GREEN SUPPLY CHAIN PURCHASING

Willingness to pay more for the sustainable products with a low environmental impact						
Question		Yes		No		P-Value (Sig<0.05)
		N	N %	N	N %	
How familiar are you with the concept of green supply chain in product purchasing?	Very familiar	43	86.0%	7	14.0%	.039
	Somewhat familiar	64	70.3%	27	29.7%	
	Not familiar at all	22	62.9%	13	37.1%	
	Total	129		47		

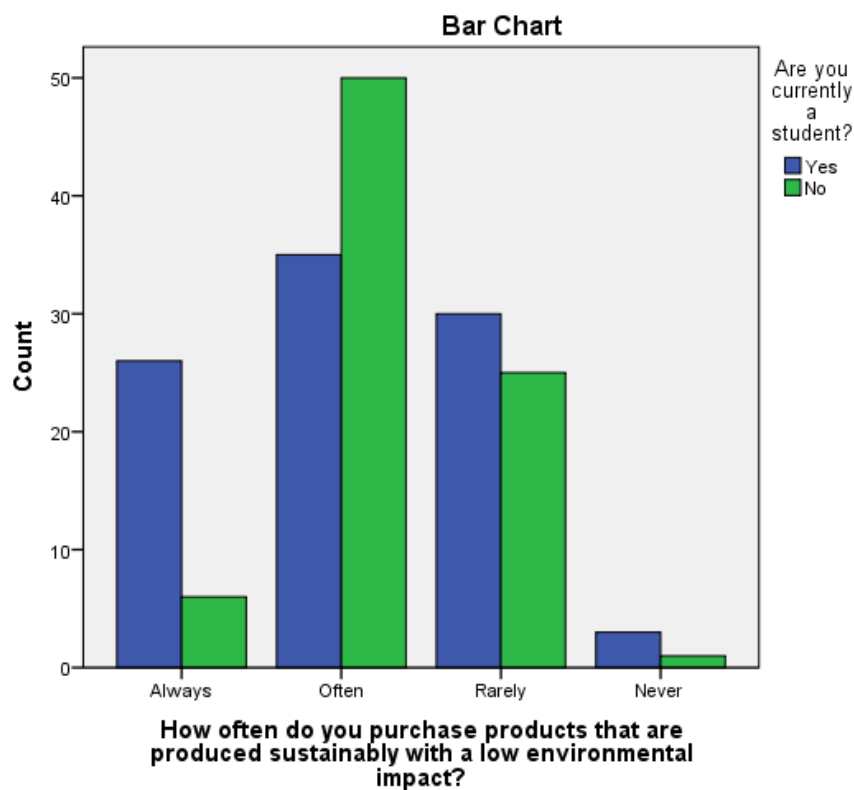


FIGURE 20 : CHI-SQUARE PURCHASING SUSTAINABLY PRODUCED PRODUCTS VS STUDENT STATUS

SOURCE: RESULTS FROM OUR OWN 2023 SURVEY ON GREEN SUPPLY CHAIN PURCHASING

2.3.4.2 Examining the association between familiarity with green Supply Chain and purchasing behavior of sustainable products with low environmental impact: A Chi-Square test analysis

The table 17 and figure 22 shows the distribution of responses to the question "How often do you purchase products that are produced sustainably with a low environmental impact?" based on the level of familiarity with the concept of green supply chain in product purchasing. The table shows that respondents who are very familiar with the concept of green supply chain are more likely to purchase sustainable products always or often (78% of very familiar respondents vs. 71.4% of somewhat familiar respondents and 37.1% of not familiar at all respondents), while respondents who are not familiar at all with the concept are more likely to purchase them rarely or never (62.9% of not familiar at all respondents vs. 28.6% of somewhat familiar respondents and 22% of very familiar respondents).

The Chi-Square test indicates that there is a statistically significant association between familiarity with the concept of green supply chain and frequency of purchasing sustainably produced products, with a p-value of 0.003. This suggests that familiarity with the concept of green supply chain play a role in shaping individuals' purchasing behaviors. The results suggest that those who are more familiar with the concept of green supply chain are more likely to purchase products that are produced sustainably with a low environmental impact, especially for those who are "Very familiar" or "Somewhat familiar."

TABLE 17: CONSUMER PURCHASING BEHAVIOR AND FAMILIARITY WITH GREEN SUPPLY CHAIN: A CHI-SQUARE ANALYSIS OF SUSTAINABLE PRODUCT CONSUMPTION AND ENVIRONMENTAL IMPACT AWARENESS

SOURCE: RESULTS FROM OUR OWN 2023 SURVEY ON GREEN SUPPLY CHAIN PURCHASING

How often do you purchase products that are produced sustainably with a low environmental impact?										
Question		Always		Often		Rarely		Never		P-Value (Sig<0.05)
		N	N %	N	N %	N	N %	N	N %	
How familiar are you with the concept of green supply chain in product purchasing?	Very familiar	12	24.0%	27	54.0%	10	20.0%	1	2.0%	.039
	Somewhat familiar	19	20.9%	46	50.5%	24	26.4%	2	2.2%	
	Not familiar at all	1	2.9%	12	34.3%	21	60.0%	1	2.9%	
	Total	32		85		55		4		

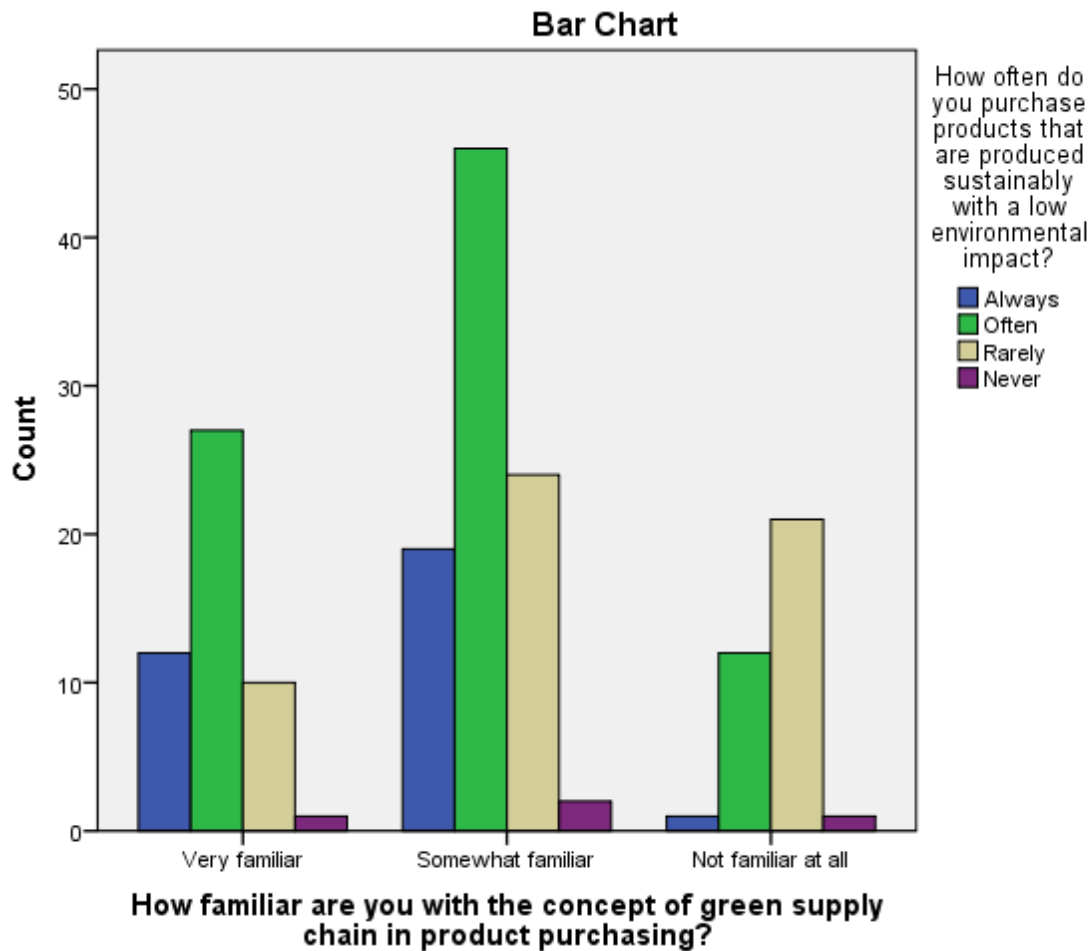


FIGURE 21 : FAMILIARITY WITH GREEN SUPPLY CHAIN PRODUCT PURCHASING VS WILLINGNESS TO PAY MORE FOR SUSTAINABLE PRODUCTS

SOURCE: RESULTS FROM OUR OWN 2023 SURVEY ON GREEN SUPPLY CHAIN PURCHASING

2.3.4.3 Assessing the relationship between importance of purchasing sustainable products with low environmental impact and frequency of purchase: A Chi-Square test analysis

The table 18 and figure 23 shows the distribution of responses to the question "How often do you purchase products that are produced sustainably with a low environmental impact?" based on the perceived importance of the concept of green supply chain in product purchasing. The table shows that respondents who are extremely familiar with the concept of green supply chain are more likely to purchase sustainable products always or often (82% of extremely familiar respondents vs. 56.6% of somewhat familiar respondents and 25% of not familiar respondents). In comparison, respondents who are not familiar with the concept are more likely to purchase them rarely or never (75% of not familiar respondents vs. 43.4% of somewhat familiar respondents and 17.9% of extremely familiar respondents).

The Chi-Square test indicates that there is a statistically significant association between the perceived importance of green supply chain and the frequency of purchasing sustainably produced products, with a p-value of 0.001. This suggests that individuals who perceive green supply chain as important are more likely to purchase products that are produced sustainably with a low environmental impact. The results suggest that the perceived importance of green supply chain plays a role in shaping individuals' purchasing behaviors when it comes to sustainably produced products, especially for those who perceive it as "Extremely important."

TABLE 18: EXAMINING THE RELATIONSHIP BETWEEN IMPORTANCE OF PURCHASING SUSTAINABLE PRODUCTS WITH LOW ENVIRONMENTAL IMPACT AND FAMILIARITY WITH GREEN SUPPLY CHAIN: A CHI-SQUARE TEST ANALYSIS

SOURCE: RESULTS FROM OUR OWN 2023 SURVEY ON GREEN SUPPLY CHAIN PURCHASING

How often do you purchase products that are produced sustainably with a low environmental impact?										
Question		Always		Often		Rarely		Never		P-Value (Sig<0.05)
		N	N %	N	N %	N	N %	N	N %	
How familiar are you with the concept of green supply chain in product purchasing?	Extremely important	21	26.9%	43	55.1%	13	16.7%	1	1.3%	.001
	Somewhat important	11	12.2%	40	44.4%	36	40.0%	3	3.3%	
	Not important	0	0.0%	2	25.0%	6	75.0%	0	0.0%	
	Total	32		85		55		4		

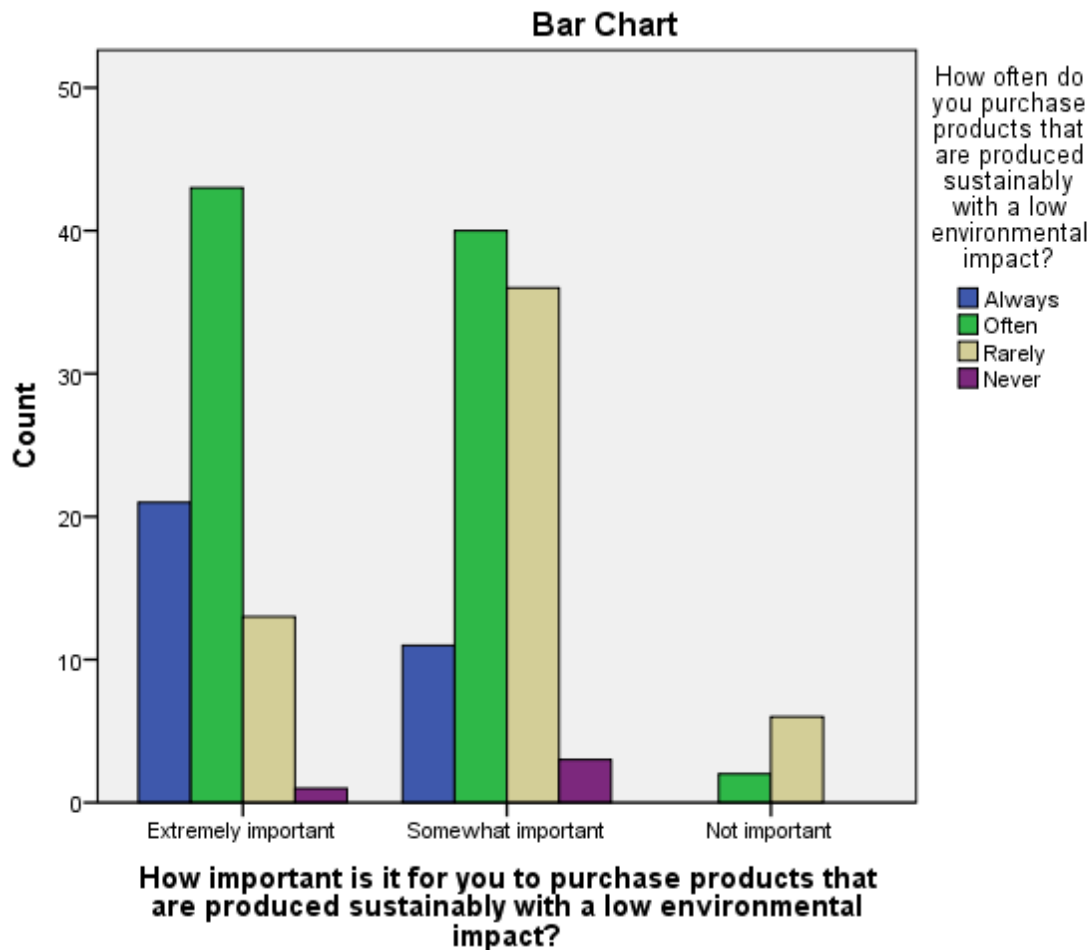


FIGURE 22 : IMPORTANCE OF PURCHASING SUSTAINABLY PRODUCED LOW ENVIRONMENTAL IMPACT PRODUCTS VS FREQUENCY OF PURCHASE SUSTAINABLY PRODUCED LOW ENVIRONMENTAL IMPACT PRODUCTS

SOURCE: RESULTS FROM OUR OWN 2023 SURVEY ON GREEN SUPPLY CHAIN PURCHASING

2.4 Discussions:

In this section, we'll explore the analysis's findings in further detail and see if they corroborate the study's hypotheses. According to the first hypothesis, consumer willingness to pay more for products created using sustainable methods increases when they are aware of the green supply chain. The findings showed a link between knowledge of the green supply chain and willingness to pay more for environmentally friendly products. We therefore accept the findings as supporting this hypothesis.

According to the second hypothesis, customer purchasing behavior is influenced by their familiarity with the concept of a green supply chain. According to the data, there is a strong correlation between knowledge of the green supply chain and how frequently people buy

sustainable items. Customers who were very familiar with the idea were found to buy sustainable products more frequently than those who were less familiar. We therefore accept the data as supporting this hypothesis.

The third hypothesis claimed that how often individuals purchase products created with sustainable practices is influenced by their perception of the value of a green supply chain. The analysis's findings revealed that respondents who thought the green supply chain was extremely significant were more likely to regularly or always buy sustainable goods than those who thought it was either marginally or not relevant. We therefore accept the findings as supporting this hypothesis.

Overall, the study's findings offer insightful information about the influence of customer behaviour toward sustainable products on knowledge and perceptions of the green supply chain. According to the research, increasing consumer knowledge of the green supply chain and their demand for sustainable products may lead to more environmentally friendly business practices.

3. Conclusions and recommendations:

In summary, the findings of this thesis demonstrate the significant impact of green supply chain management on customer behavior. Research shows that customers are becoming increasingly aware of environmental issues and placing more emphasis on sustainability when making purchasing decisions. Adopting green supply chain management practices, including sustainable procurement, green manufacturing processes, and green logistics, can positively influence customer behavior and shape their perceptions of a company's commitment to sustainability. Several important conclusions can be drawn from the results of this study:

- Companies that employ environmentally friendly supply chain practices are recommended to focus on communicating their stakeholders, including customers, suppliers, and employees, about their green initiatives and the benefits for the environment. In the end, this can help increase public support for companies who prioritize sustainability in their operations by raising public awareness of the importance of environmentally friendly practices. Businesses can also leverage the power of social influence to advance sustainable business practices by partnering with like-minded organizations, engaging with environmental advocacy groups, and communicating with stakeholders.
- Businesses may want to consider publicizing their green supply chain initiatives in an effort to inform customers about the benefits of sustainable products. This includes advertising campaigns that highlight the company's commitment to environmentally friendly supply chain practices and the sustainable nature of the company's products. Additionally, companies might consider offering discounts or other incentives to customers who purchase sustainable goods. These actions may influence customers to pay more for sustainable goods as a whole and to buy more ethically in general.
- Businesses and organizations can utilize this information to develop marketing plans that effectively promote sustainable products and educate consumers about the importance of eco-friendly supply chains when making product purchases. Businesses may, for example, invest in eco-labeling programs and provide in-depth information about the environmental impact of their products in order to increase awareness and encourage sustainable customer behavior.

In conclusion, the implementation of green supply chain management practices has a significant impact on customer behavior. By recognizing the strategic importance of sustainable development, being transparent in communication, educating and engaging customers, and fostering collaboration between stakeholders, companies can effectively use green supply chain management to influence customer behavior to make more sustainable decisions. s choice. Implementing green supply chain management not only helps the environment, but also improves customer loyalty, brand reputation and overall business sustainability in today's green market.

4. Summary:

The thesis titled "Impact of Green Supply Chain Management on Customer Behaviour" investigates the relationship between Green Supply Chain Management (GSCM) practices and customer behavior by focusing on the analysis of data collected from questionnaires using SPSS (Statistical Package for Social Sciences) Chi. - A square test was performed for data analysis.

The study begins with a review of relevant literature on GSCM and its potential impact on customer behaviour, highlighting the growing importance of environmentally friendly practices in supply chain management and its potential impact on customer perception and behaviour.

A questionnaire was designed to collect customer data to assess their perceptions and behaviors regarding GSCM practices, such as environmental awareness, perceived value of green products, willingness to pay a premium for green products, and overall purchase intentions. The questionnaire was conducted using a sample of customers from different companies to ensure a diverse representation of consumers.

The collected data were then analyzed using SPSS, a statistical package widely used in social science research. Chi-square tests were used as the primary statistical method to analyze the relationship between GSCM practices and customer behavior because they are suitable for testing relationships between categorical variables commonly used in questionnaire data.

The results of the study are expected to provide insight into the impact of GSCM practices on customer behavior through robust statistical analysis with SPSS and chi-square tests. The findings can contribute to the existing literature on GSCM and customer behavior and provide insights for companies interested in implementing sustainable supply chain practices to positively influence customer behavior.

Overall, this thesis investigates the impact of GSCM on customer behavior through questionnaires and data analysis using SPSS and chi-square test. These findings can help understand the relationship between GSCM practices and customer behavior and provide valuable insights for practitioners and researchers interested in the sustainability of supply chain management.

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Appendices

Appendix 1: used questionnaire

What is your gender? *

☐ Male

☐ Female

Which age group do you belong to? *

☐ Under 18

☐ 18-24

☐ 25-34

☐ 35-44

☐ 45-54

☐ 55-64

☐ 65 or older

Are you currently a student? *

☐ Yes

☐ No

Are you currently employed? *

☐ Yes, full-time

☐ Yes, part-time

☐ No

Where do you live currently? (including city) *

Votre réponse

How familiar are you with the concept of green supply chain in product purchasing? *

- ☐ Very familiar
- ☐ Somewhat familiar
- ☐ Not familiar at all

Does the company or brand from which you usually purchase products or services adopt any Green Supply Chain Management (GSCM) practices, such as incorporating environmentally friendly processes, materials, or technologies in their supply chain operations? *

- ☐ Yes
- ☐ No

How important is it for you to purchase products that are produced sustainably with a low environmental impact? *

- ☐ Extremely important
- ☐ Somewhat important
- ☐ Not important

Which of the following factors influence your decision to purchase products that are produced sustainably with a low environmental impact? (Select all that apply) *

- ☐ Concern for the environment
- ☐ Concern for health and safety
- ☐ Quality of the product
- ☐ Availability of sustainable options
- ☐ Price
- ☐ Brand reputation
- ☐ Autre : _____

How often do you purchase products that are produced sustainably with a low environmental impact? *

- ☐ Always
- ☐ Often
- ☐ Rarely
- ☐ Never

Are you willing to pay more for products that are produced sustainably with a low environmental impact compared to similar products that are not sustainably produced? *

- ☐ Yes
- ☐ No

Which of the following sustainable practices are most important to you when considering a company's supply chain? (Select all that apply) *

- ☐ Use of renewable energy sources
- ☐ Reduction of greenhouse gas emissions
- ☐ Efficient use of natural resources
- ☐ Sustainable sourcing of raw materials
- ☐ Implementation of circular economy principles
- ☐ Autre : _____

Do you think that companies should prioritize sustainability in their supply chain even if it means that the products are more expensive for consumers? *

- ☐ Yes
- ☐ No

Have you personally taken any action to support GSCM practices, such as purchasing from eco-friendly companies or reducing your own carbon footprint? *

- ☐ Yes, frequently
- ☐ Yes, occasionally
- ☐ No, but I plan to
- ☐ No, and I have no plans to
- ☐ Not applicable to me

How much do you feel social pressure from others (e.g., family, friends, colleagues, society) to support environmentally friendly practices in supply chain operations? *

- ☐ No pressure at all
- ☐ Little pressure
- ☐ Moderate pressure
- ☐ High pressure
- ☐ Very high pressure

How influential are the opinions and behaviors of others in shaping your attitude towards companies that engage in environmentally responsible practices in their supply chain operations? *

- ☐ Not influential at all
- ☐ Slightly influential
- ☐ Moderately influential
- ☐ Highly influential
- ☐ Extremely influential

To what extent do you believe that your green purchasing behavior can contribute to environmental sustainability? *

- ☐ Not at all
- ☐ Slightly
- ☐ Moderately
- ☐ Very much

Annex

Annex No. 1

STUDENT DECLARATION

Signed below Wifek Essoussi, student of the Hungarian University of Agricultural and Life Sciences, Gödöllő Campus, Supply Chain Management MSc Course full time/correspondence* declare that the presented Thesis is my own work, and I have used the cited and quoted literature in accordance with the relevant legal and ethical rules. I understand that the one-page-summary of my thesis will be uploaded on the website of the Campus/Institute/Course, and my thesis will be available at the Host Department/Institute and in the repository of the University in accordance with the relevant legal and ethical rules.

Confidential data are presented in the thesis: yes no*

Date: 2023 year05 month 03day



SUPERVISOR'S DECLARATION

As primary supervisor of the author of this thesis, I hereby declare that review of the thesis was done thoroughly; the student was informed and guided on the method of citing literature sources in the dissertation, attention was drawn to the importance of using literature data in accordance with the relevant legal and ethical rules.

Confidential data are presented in the thesis: yes no*

Approval of thesis for oral defense on Final Examination: approved* not approved

Date: Gödöllő, 2023 year April month 28. day

Dr. B. J.

Internal Supervisor

Annex No. 2

CONTENT SUMMARY OF THE THESIS

Thesis title Impact of green supply chain management on customer behaviour

Author name WIFEK ESSOUSSI

Supply Chain Management MSc, full time course

Department of Agricultural Logistics, Trade and Marketing, Institute of Agriculture and Food Economics

Internal Supervisor: Gyenge Balázs

The thesis titled "Impact of Green Supply Chain Management on Customer Behaviour" aims to investigate the relationship between green supply chain management practices and customer behavior. The thesis uses mixed methods, including a literature review, a questionnaire survey, and data analysis using chi-square analysis in SPSS. The literature review provides an overview of the existing literature on green supply chain management and its impact on customer behavior. It explores various concepts related to green supply chain management such as environmental sustainability, corporate social responsibility and green procurement practices. The review also examines theoretical frameworks and empirical research conducted in this area, as well as highlights research gaps and limitations. The purpose of the questionnaire survey is to collect raw data from customers to measure their perceptions and behaviors regarding green supply chain management practices. The content of the questionnaire includes customer perceptions of green supply chains, attitudes towards green products, shopping habits and willingness to pay for green products. The survey is a random sample of customers from different industries or sectors and data is collected using a structured questionnaire. The data collected from the questionnaires were then analyzed using chi-square analysis in SPSS. The results of the data analysis are discussed in light of the existing literature and research objectives. The results provide insights into the impact of green supply chain management on customer behavior, including the role of customer

awareness, attitudes, and purchasing behavior in shaping their response to green supply chain practices. At the end of the work, recommendations for practitioners and directions for further research are given.