

The Impact of the Green Supply Chain Management Practices on Customer Satisfaction: Reference to Retail Industry in Sri Lanka

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Abstract

The concept of green supply chain management is being studied by the researchers today more than ever before. Because of the increasing of environmental issues caused by delivering the products to the end customer from its point of origin. Accordingly, most organizations tend to adopt green practices as a concern for environmental sustainability. As well as most businesses such as retail business implemented strategies to increase their customer satisfaction and retain their customer from shifting to their competitors. Particularly in the retail sector, with its own dominance and importance, even with a greater extent of competitiveness, entities are employing sound marketing strategies. However, for these strategies to be successful, they must be able to create higher customer satisfaction. Therefore, this study examines the impact of green supply chain management practices on customer satisfaction in the retail industry in Sri Lanka. It was to investigate the relationship between green supply chain management practices and customer satisfaction. The research utilized a quantitative research study approach. Primary data were collected through a survey, from which 202 retail industry customers responded. To select a sample, the convenience sampling procedure was used. The collected data were analyzed statistically using SPSS version 22. Furthermore, data relating to the present study have analyzed using regression analysis and frequency analysis using SPSS software. The results show that green purchasing, eco-design and internal environmental management were significantly influenced customer satisfaction and only co-operate with customer was not a significant impact. The findings of this study were contributed to strengthening the green supply chain management further for the retail industry, relevant authorities and the government of Sri Lanka.

Keywords: Corporate with customer, customer satisfaction, eco-design, green purchasing, internal environmental management