GREEN SUPPLY CHAIN MANAGEMENT PRACTICES AND MARKETING PERFORMANCE OF PETROLEUM PRODUCTS TANK FARMS IN SOUTH-SOUTH

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ABSTRACT

This study examined the relationship between green supply chain management practices and marketing performance of petroleum products tank farms in South-South, with specific focus on eco-design, green procurement, and reverse logistics in relation to market share growth. The study adopted a correlation survey research design, targeting 32 registered tank farms, with managers serving as respondents. Data were collected using a structured questionnaire based on a five-point Likert scale, and analyzed using descriptive and inferential statistics, including Pearson Product Moment Correlation and regression analysis with the aid of SPSS 26.0. The findings revealed that eco-design, green procurement, and reverse logistics each have a significant positive relationship with market share growth. Based on these findings, the study concluded that green supply chain management practices significantly enhance market share growth and overall competitiveness of petroleum product tank farms. The study recommended that management should invest in sustainable technologies and eco-design strategies, adopt environmentally responsible procurement practices, and implement efficient reverse logistics systems to improve operational performance and sustain market growth.

Keywords: *Green supply chain management, eco-design, reverse logistics, green procurement and marketing performance*

Introduction

Background to the Study

Companies throughout the world have changed the way they handle their supply chains in the last 20 years to make them more environmentally friendly without compromising their competitiveness. According to Luthra et al. (2020), GSCM is a new strategy that incorporates environmental considerations into all stages of the supply chain, including product development, sourcing, shipping, and disposal. The corporate responsibility agenda, increasing consumer knowledge of environmental issues, and regulatory mandates all call for this strategy. Zhu et al. (2019) and Dubey et al. (2020) provide empirical research that demonstrates how GSCM, when implemented correctly, may enhance market performance, operational efficiency, and environmental effects.

The downstream petroleum value chain isn't complete without petroleum product tank farms. Large quantities of refined petroleum products are stored, handled, and distributed by them to different market sectors. To meet the gasoline needs of both urban and rural consumers, tank farms play an essential role in Nigeria's South-South area. But there are major environmental hazards associated with their activities, such as emissions, spillage, and trash (Ogaji & Probert, 2021). The need for environmentally friendly business procedures is heightened by

these dangers. Maintaining a company's viability is highly dependent on factors such as market share, consumer loyalty, and brand image, all of which are highly competitive. Based on the research conducted by Agyabeng-Mensah et al. (2020), GSCM techniques may be used as more than just compliance tools; they can really increase marketing performance.

Cost reductions, increased operational efficiency, and enhanced business image are just a few of the many advantages that have been shown to be offered by adopting GSCM procedures (Zhu & Sarkis, 2004). In addition to improving financial performance, GSCM procedures put businesses in a better position to fulfil regulations and stay out of fines (Luthra et al., 2016). Given the petroleum industry's substantial involvement in pollution and emissions of greenhouse gases, GSCM can play a crucial role in reducing the negative effects of operations on the environment.

The idea that being environmentally responsible may really help a company's bottom line is starting to sink in for businesses throughout the world. By reducing operating expenses, increasing energy efficiency, and improving resource utilisation, GSCM helps organisations stand out from the competition (Kumar et al., 2021). Eltayeb et al. (2019) found that by appealing to stakeholders and consumers who are environmentally sensitive, GSCM practices may increase market share, strengthen customer loyalty, and improve brand image. Companies that prioritise sustainability in their operations and use eco-friendly designs often find it simpler to recruit and keep customers who share this priority (Fernando et al., 2020). Companies who show they care about the environment and are reliable in their operations are rewarded by the market, even in high-risk industries like petroleum storage (Gunasekaran et al., 2020).

If a business is able to satisfy its consumers' wants and requirements via its marketing efforts, it will have a leg up on the competition (Kotler & Keller, 2016). The study's conceptualisation of marketing performance is based on the following: increase in market share, retention of customers, and reputation of the brand. The expansion of a company's client base and competitive position in the industry is reflected in its market share growth. Availability of supplies, quality of goods, and sensitivity to consumer demand are factors in the petroleum tank farm industry (Kotler & Keller, 2020). If you want to keep your income steady over the long haul and cut down on the expenses of finding new customers, customer retention is a must. Maintaining a high level of trust and providing consistent service becomes crucial for sectors with low switching costs (Morgan et al., 2019). The reliability, accountability, and general image of a company are reflected in its brand reputation. According to Guzman et al. (2020), sustainable practices have a crucial role in determining market performance in the petroleum industry, where brand reputation is especially vulnerable to environmental catastrophes. Having a solid reputation helps businesses succeed in several ways, including increased client loyalty, premium pricing, and resistance to competition (Nguyen et al., 2020).

To improve marketing results in today's market, when sustainability is becoming more important to stakeholders and customers alike, GSCM methods should be used. Improved brand image and customer loyalty lead to increased marketing performance for organisations that employ GSCM strategies, according to research (Green et al., 2012). When it comes to

marketing, for example, GSCM techniques boost a company's image and delight customers, according to research by Mishra et al. (2012). Consumers are more inclined to back and stick with companies that show they care about the environment.

There is empirical evidence that GSCM procedures are positively correlated with marketing results. Green procurement, for instance, has been connected with better manufacturing brand image and market share (Seman et al., 2019), while in the energy sector, reverse logistics has been linked to better customer satisfaction and loyalty (Wang et al., 2020). Contextual variables, like the regulatory climate, the age of the market, and technical competence, typically determine the strength of these interactions (Dubey et al., 2020). Although there are numerous potential benefits to GSCM methods, many South-South petroleum products tank farms have been hesitant to implement them. This is mostly because of concerns about the high costs and a lack of knowledge about the long-term benefits. Because of this, there is now a disconnect between the market's expectations for sustainable practices and the way operations are now run. A major issue is that these tank farms run the danger of worsening their marketing performance if they don't use GSCM methods. This might cause them to lose market share, have less satisfied customers, and have their reputation for the brand ruined. This research is based on the assumption that there is a connection between the marketing success of South-South petroleum product tank farms and Green supply chain management.

1.2 Statement of the Problem

Stakeholders and customers in today's industry are pushing for more eco-friendly business practices. The growing concern for environmental impact among consumers has both positive and negative implications for tank farms that store petroleum products. Adopting green supply chain management (GSCM) strategies is necessary since traditional supply chain procedures aren't up to snuff with these changing needs. GSCM is all about incorporating environmental concerns into supply chain operations. This includes things like using less energy, reducing waste, and following environmental standards to the letter.

The perceived high costs and lack of information about the long-term advantages have mostly kept many South-South petroleum products tank farms from adopting GSCM procedures, despite their potential benefits. Because of this, there is now a disconnect between the market's expectations for sustainable practices and the way operations are now run. A major issue is that these tank farms run the danger of worsening their marketing performance if they don't use GSCM methods. This might cause them to lose market share, have less satisfied customers, and have their reputation for the brand ruined. Based on the existing research, GSCM techniques have the potential to greatly improve marketing performance by bringing operations in line with sustainability objectives.

This, in turn, improves the entire image of the brand and builds trust with customers. Nevertheless, a thorough understanding of how GSCM affects the marketing effectiveness of South-South petroleum product tank farms is lacking. To address this knowledge vacuum, this research will examine how GSCM methods might boost marketing performance indicators like customer happiness, brand reputation, and market share. In light of this background, the current research set out to investigate how South-South petroleum product tank farms' marketing efforts fared in connection to

environmentally conscious supply chain management.

Research Questions

The following research questions were raised to address the objectives of the study:

a) What is the relationship between eco-design and market share growth of Petroleum Products Tank Farms in South-South?
b) What is the relationship between green procurement and market share growth of Petroleum Products Tank Farms in South-South?
c) What is the relationship between reverse logistics and market share growth of Petroleum Products Tank Farms in South-South?

Literature Review

Conceptual Review

Concept of Green Supply Chain Management Practices

Improving sustainability across the board, from operations and production to end-of-life management, is the goal of green supply chain management. Reducing, recycling, recovering, and using biodegradable materials are the four pillars upon which green supply chain management rests, as stated by Tseng et al. (2019). Green supply chain management mainly reduces the impact of polluting things such as deforestation, pollutants, global warming, and an ozone layer affecting the environment. Intelligent packaging, which includes using the correct kind of boxes for packing, avoiding any type of oversize box, and utilising recyclable paper instead of plastic, is one solution to establish a green supply chain management. According to Srivastava (2018), green supply chain management is crucial for a number of reasons, including lowering production costs and pollution levels, which in turn boosts economic growth, gives businesses a competitive edge, ensures customers are happy, and gives a positive impression of the company in the market. As an improvement over traditional SCM, "green" SCM is the next logical step in the industry (Gep, 2019).

Eco-design

A collection of actions that include the usage of products that are in accordance with environmental discipline is called eco-design, ecological design, or green design. The process of proactively designing products to perform the following: (i) optimise all the production functions i.e. fabrication, assembly, test, procurement, shipping, delivery, service and repair, (ii) assure the best cost effectiveness, quality, rehabilitee, regulatory conformity, wellbeing, market presence and customer expectation" is what it is described as by Zhu et., al. (2013). Ecological design's focus on minimising negative environmental impacts throughout a product's entire life cycle—from sourcing of raw materials to final disposal—makes it an important component of sustainable business development (Jeswiet & Harschild, 2005).

Throughout a product's full life cycle, eco design aims to minimise negative effects on the environment by incorporating environmental issues into the development and design process. Design for the environment, sustainable product design, life cycle engineering, life cycle design, and environmentally conscious design are all terms used interchangeably by authors and review studies. However, they all share three essential features: an emphasis on product design and development, an explicit goal to reduce environmental impact, and a life cycle perspective that includes material extraction, manufacturing, use, and final disposition (Schäfer & Löwer, 2021). This all-encompassing definition of eco design

presents it as an ideology as well as a set of practices for achieving specific environmental objectives via the application of scientifically sound criteria to product development and aesthetic decision-making.

Green Procurement

When a company does green procurement, they evaluate their suppliers' environmental performance and push them to improve their operating processes to be more environmentally friendly. The buying function may assist in assessing the quantity of waste entering corporate systems, according to the definition of "environmental plans for a firm's long-term material, component or system requirements" (Zhu & Sarkis, 2007, p. 321). Reusability, recycling, waste reduction, environmental material replacement, and hazardous material reduction are all aspects of green procurement that are taken into account. Consequently, businesses have come to understand the significance of suppliers' environmental performance in guaranteeing the acquisition of environmentally acceptable commodities (Diabat et al, 2013). Suppliers are compelled to implement steps to guarantee environmental quality in their operating systems when an organization evaluates their environmental performance (Shi et al., 2012). According to Namagembe et al. (2018), green purchasing is a process that involves working with suppliers to create environmentally friendly products. It involves four main points: evaluating the supplier, helping the supplier follow environmental practices, cooperating with the supplier, and evaluating the materials that were purchased.

Reverse Logistics

According to Keller and Keller (2014), sustainable packaging, which is a subset of reverse logistics, is the practice of using materials and manufacturing processes to package items in a way that minimises their effect on energy consumption and environmental degradation. Energy efficiency and the use of biodegradable and recyclable materials are hallmarks of ecologically conscious packaging (Vamshidhar, 2013). According to Azizi and Tarhandeh (2014), returns management is a process in supply chain management that involves coordinating efforts inside and between companies to handle returns, environmentally friendly packaging, gatekeeping, and avoidance (Tozay, 2012). When this procedure is executed correctly, it allows management to properly manage the reverse product flow, find ways to decrease undesirable returns, and regulate reusable assets like containers.

Moving goods from their usual final destination back to the firm or another point in the supply chain for the purposes of capturing value, proper disposal, or recovery of materials and components is known as reverse logistics (Rogers & Tibben Lembke, 1999; Wikipedia, 2024). The two primary goals of this definition—recovering economic value and limiting environmental liability—are highlighted, and the flow direction is emphasised as upstream in contrast to the conventional forward supply chain. Companies face the logistical challenge of reverse logistics when items are recalled, end of life, defective, or are required by regulations to be sent back (Rogers & Tibben Lembke, 1999; Fleischmann et al., 2000).

Theoretical Review

This study is anchored on Strategic Choice Theory

Strategic Choice Theory

Decisions taken at the highest levels of management may affect both the internal and external dynamics of an organization and its performance, as stated in strategic choice theory (Wangrow & Schloemer, 2019).

According to Sinaga et al. (2019), this concept is fundamental to the importance of important management choices in order to raise organisational performance levels. Supply, inventory, and purchase management are only a few examples of the external elements that strategic choice theory shows how managers' decision-making skills are affected. Management with decision-making power, according to the concept, should maximise performance by investing in the right inventory and selecting the best inventory optimisation alternatives. Management is seen as decision-makers in the downstream role in strategic choice theory, influencing choices via changes to organisational processes, structures, and systems (Sinaga et al., 2019). So, they need to make smart choices that safeguard the company's culture, resources, and inventory if they want to keep performance levels high. In addition, a strategic option model was created by Achieng et al. (2018) to show the interdependence between an organization's activities, its environment, and its performance goals. When resources are restricted, the technique aims to guarantee high performance criteria to enhance efficiency. Management, according to the theory, has to make smart decisions about inventory management if they want to avoid problems in the future. Consequently, managers should use industry-specific inventory management solutions; otherwise, the survival, operationalisation, performance, and retention of customers might be jeopardised. Strategic choice theory, which explains how decisions made at the highest levels of management impact marketing performance, provides the theoretical foundation for this study. The success or failure of management's companies may depend on each decision they make on green supply chain management methods.

Empirical Review

The impact of reverse logistics on the operational efficiency of pharmaceutical manufacturing firms in the Ashanti area was investigated by Janet et al. (2024). To assist fill the current void, empirical data was obtained using a descriptive cross-sectional research. As a result of using a census sample technique, the research took into account all pharmaceutical manufacturing companies in the area. The research included 30 managers from the pharmaceutical industry. We used a simple random sample strategy to recruit thirty (30) top managers of Pharmaceutical Manufacturing Companies. Data was retrieved from mobile devices using the Open Data Kit (ODK) app developed for the Android operating system. Based on the findings, the majority of pharmaceutical manufacturing businesses in Kumasi (83.3%) use reverse logistics into their strategic positions. This practice has been shown to positively impact performance ($r=0.44$, $p=0.015$). Pharmaceutical company performance is positively affected by information quality system assurance ($r=0.60$, $p=0.00$) and supply chain actor cooperation promotion ($r=0.74$, $p=0.00$). Efforts to promote and support information quality systems, supply chain cooperation, and the deployment of reverse logistics systems may help pharmaceutical manufacturing businesses increase their returns on investment.

An archive search and analysis was conducted by Sachin and Vincent (2010) to investigate the connection between effective supply chain management and corporate innovation. The data was derived from a database that included manufacturing companies' historical financial statements and patent citations for the years 1987–1996, spanning a decade. A longitudinal study was carried out to examine the impact of effective supply chain

management on a company's innovation levels over a period of time. The study found that the amount of innovations a company makes is positively correlated with its supply chain performance and stability over time.

Studies on supply chain management, supply chain adaptability, and company success were conducted by Arawati (2011). The purpose of this study was to investigate whether or not manufacturing firms in Malaysia are making good use of supply chain management. Primary data was used in this quantitative cross-sectional investigation. There seems to be a strong relationship between supply chain management, supply chain flexibility, and company success as a whole. The SCM initiatives that include "strategic supplier partnership," "lean production," the "postponement concept," and "technology and innovation" all contribute to a more flexible supply chain and better company performance.

Adebayo (2012) investigated the effect of supply chain management methods on performance in this area. Information sharing, information quality, delay, strategic supplier partnerships, and customer relations activities were the SCM techniques examined in this report. The study explains the connection between SCM practices and SCM performance, the effect of these practices on SCM performance, and the empirical support for five important aspects of SCM practices. According to the results, SCM practices do affect SCM performance.

A study on the relationship between supply chain responsiveness and competitiveness in Nigerian firms was conducted by Somuyiwa et al. (2012). They utilised multiple regression analysis on data collected from 115 industrial businesses. Competitive advantage was shown to be positively correlated with supply chain responsiveness and supply chain management methods.

Arawati (2015) investigated how supply chain management affected output quality and efficiency in manufacturing. Incorporating supply chain management (SCM) into Malaysia's manufacturing sector was the primary goal of the researcher, who also aimed to determine how SCM affected production efficiency and product quality. To establish relationships between SCM practices, production performance, and product quality, a measurement Smart PLS model was constructed and modified with further reliability and validity tests. Pearson's correlation analysis was also undertaken. According to the results, SCM significantly improves production outcome. Furthermore, product quality is positively and significantly impacted by SCM.

Methodology

The correlation survey research was used in this investigation. A non-experimental kind of study, correlation survey research involves measuring two variables and evaluating their statistical connection without making any attempts to adjust for confounding factors. This study's population includes 32 tank farms in South-South that are registered, using the details obtained from http//www.nuprc.go.ng. Members of the unit population included the 32 registered tank farms' managers. With one manager per tank farm, a total of thirty-two managers participated as survey respondents. In order to gather information, the questionnaire was used. Using a scale from "strongly agree" to "strongly disagree," the instrument was developed using a five-point Likert scale. Data analysis in the research made use of both descriptive and inferential statistics. Using (SPSS 26.0), we conducted a regression

analysis and a Pearson product moment correlation.

Results And Discussion of Findings

The data collected in the questionnaire were presented in this section. A total of 32 copies of the questionnaire were administered to the respondents (managers) of 32 tank farms in Rivers State.

Hypothesis 1

Ho_1: There is no significant relationship between eco-design and market share growth of Petroleum Products Tank Farms in South-South

Table 4.1: Result of bivariate analysis between eco-design and market share growth

			Eco-design	Market Share Growth
Pearson (r)	Eco-design	Correlation Coefficient	1.000	.561**
		Sig. (2 tailed)	.	.001
		N	32	32
	Market Share Growth	Correlation Coefficient	.561**	1.000
		Sig. (2 tailed)	.001	.
		N	32	32

**Correlation is significant at 0.01 levels (2 tailed)

Source: SPSS-Generated Output

Table 1 displays the results of the Pearson correlation study showing the connection between eco-design and increasing market share. This study found a somewhat positive link (r = 0.561) between eco-design and market share growth, suggesting that the two factors are related. This suggests that there is a positive correlation between the adoption of eco-design techniques and a rise in market share. This correlation is not coincidental; rather, it is statistically significant (p = 0.001), as it is lower than the 0.05 cutoff. The fact that there were 32 observations included in the study is further supported by the sample size (N = 32). Consequently, eco-design significantly impacts market share growth, according to the report.

Hypothesis 2

Ho_2: There is no significant relationship between green procurement and market share growth of Petroleum Products Tank Farms in South-South

Table 4.2: Result of analysis between green procurement and market share growth

			Green procurement	market share growth
Pearson (r)	Green procurement	Correlation Coefficient	1.000	.514**
		Sig. (2 tailed)	.	.001
		N	32	32
	market share growth	Correlation Coefficient	.514**	1.000
		Sig. (2 tailed)	.001	.
		N	32	32

**Correlation is significant at 0.01 levels (2 tailed)

Source: SPSS-Generated Output

An examination of the Pearson link between environmentally conscious purchasing and increasing market share is shown in the table. An r-value of 0.514 indicates a somewhat favourable association between environmentally conscious purchasing and increased market share. This provides further evidence that green procurement methods are positively correlated with increased market share growth. Given that the p-value (0.001) is less than the 0.05 criterion of significance, we may conclude that the link is very significant and did not happen spontaneously. Green procurement significantly affects market share growth; this is supported by the results, which are based on a sample size of 32

Hypothesis 3

Ho_2: There is no significant relationship between reverse logistics and market share growth of Petroleum Products Tank Farms in South-South

Table 4.3: Result of bivariate analysis between reverse logistics and market share growth

			Reverse Logistics	market share growth
Pearson (r)	Reverse Logistics	Correlation Coefficient	1.000	.624**
		Sig. (2 tailed)	.	.001
		N	32	32
	market share growth	Correlation Coefficient	.624**	1.000
		Sig. (2 tailed)	.001	.
		N	32	32

**Correlation is significant at 0.01 levels (2 tailed)

Source: SPSS-Generated Output

Reverse logistics and increasing market share were correlated according to the Pearson correlation analysis, as shown in the table. A high positive association between reverse logistics and market share increase is shown by the result, which shows a correlation coefficient (r) of 0.624. This suggests that companies' market share tends to expand in tandem with the improvement of their reverse logistics processes. This correlation is not attributable to chance alone, since the significance value (p = 0.001) is lower than the 0.05 cutoff. The results, based on the sample size (N = 32), indicate that reverse logistics leads to a significant and beneficial increase in market share.

Discusion of Findings

Eco-design and Market Share Growth

The purpose of this research was to identify the extent to which eco-design affects the expansion of petroleum product tank farms' market shares in the South-South region. The primary hypothesis of the research was that South-South petroleum product tank farms' eco-design will not correlate with their increasing market share. The analytical results, however, disproved the null hypothesis and showed a positive correlation between eco-design and increasing market share. This suggests that businesses are more likely to see an increase in their market share if they use eco-friendly design approaches in their operations. Based on the findings, eco-design may boost product appeal, improve corporate image,

and draw in eco-conscious consumers, making a business more competitive. Given the growing importance of environmental factors in both business decisions and consumer preferences, this research suggests that petroleum product tank farms that include eco-design methods into their operations will have a higher chance of attracting new customers and maintaining their current level of growth. Sachin and Vincent (2010) and Arawati (2011) both discovered that effective supply chain management has a favourable effect on innovation inside firms and on company performance as a whole. Therefore, our findings are in line with their findings. Adebayo (2012), who found that SCM procedures significantly affect performance, also lends credence to this idea.

Eco-Friendly

Research on the correlation between environmentally conscious purchasing practices and the expansion of South-South petroleum product tank farms' market shares was another primary goal of the research. According to the study's null hypothesis, green procurement does not correlate with increased market share. The analytical results, however, disproved the null hypothesis and showed a positive correlation between environmentally conscious purchasing and increasing market share. This suggests that businesses that prioritise sustainability in their buying decisions often outperform their competitors. Product quality, brand reputation, and consumer trust may all be improved by obtaining environmentally friendly materials and collaborating with suppliers who practise sustainable business. This research has important implications for petroleum product tank farms.

In today's environmentally concerned corporate climate, it suggests that farms that prioritise green procurement will have an edge over their competitors, enhance the reputation of their stakeholders, and achieve sustainable market growth. This confirms what Arawati (2011) found: a strong correlation between strategic supplier partnerships and other supply chain management methods and company success. Additionally, it is in agreement with the findings of Adebayo (2012) and Somuyiwa et al. (2012), which revealed that supply chain management techniques favourably effect firm competitiveness and supplier collaboration and information sharing positively affect supply chain performance. Supply chain management has a good effect on production performance and product quality, as shown by Arawati (2015), who further supports this outcome.

Logistics in Reverse

In addition, the research looked at how South-South petroleum product tank farms' market shares increased in connection to reverse logistics. The null hypothesis of the research was that reverse logistics would not contribute to the expansion of market share. Nevertheless, the results of the analysis disproved the null hypothesis, showing a strong positive correlation between reverse logistics and increasing market share. This conclusion implies that a positive impact on market share growth may be achieved via the efficient handling of product returns, recycling, and trash disposal.

The results show that companies with good reverse logistics management not only save money but also make their customers happier and stay in line with environmental regulations. This discovery has important implications for petroleum product tank farms. By implementing strong reverse logistics systems, they may reduce operating costs, increase customer loyalty, and improve

their market positioning. As a result, they will be able to expand their market share more effectively. Janet et al. (2024) also discovered that reverse logistics improves organisational performance in pharmaceutical manufacturing businesses, thus our findings are in line with theirs. Findings from Arawati (2015) that supply chain management greatly increases production performance and product quality and Somuyiwa et al. (2012) that supply chain practices increase competitiveness are also in line with this.

Summary of Findings

i. There is a significant relationship between eco-design and market share growth of Petroleum Products Tank Farms in South-South
ii. There is a significant relationship between green procurement and market share growth of Petroleum Products Tank Farms in South-South
iii. There is a significant relationship between reverse logistics and market share growth of Petroleum Products Tank Farms in South-South

Conclusion

The research found that South-South petroleum product tank farms' market share grew significantly in response to environmentally friendly supply chain management strategies. The results showed that eco-design, green procurement, and reverse logistics all contribute to increasing market share. Businesses that include eco-friendly design, use sustainable sourcing techniques, and handle reverse logistics well are more likely to succeed in the market. So, the research shows that petroleum product tank farms in the area may increase their competitiveness, boost consumer perception, and ensure long-term market share development by using green supply chain management strategies.

Recommendations

1. To boost the company's reputation, appeal to eco-conscious consumers, and increase market share, management should put money into sustainable technology and creative design methods that lessen the company's environmental effect.
2. Companies should purchase goods and services from ecologically conscious vendors in an effort to embrace and enhance green procurement methods.
3. In order to decrease operational inefficiencies, guarantee regulatory compliance, and eventually contribute to enhanced market share development, organisations should establish organised systems for managing returns and environmental trash.

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