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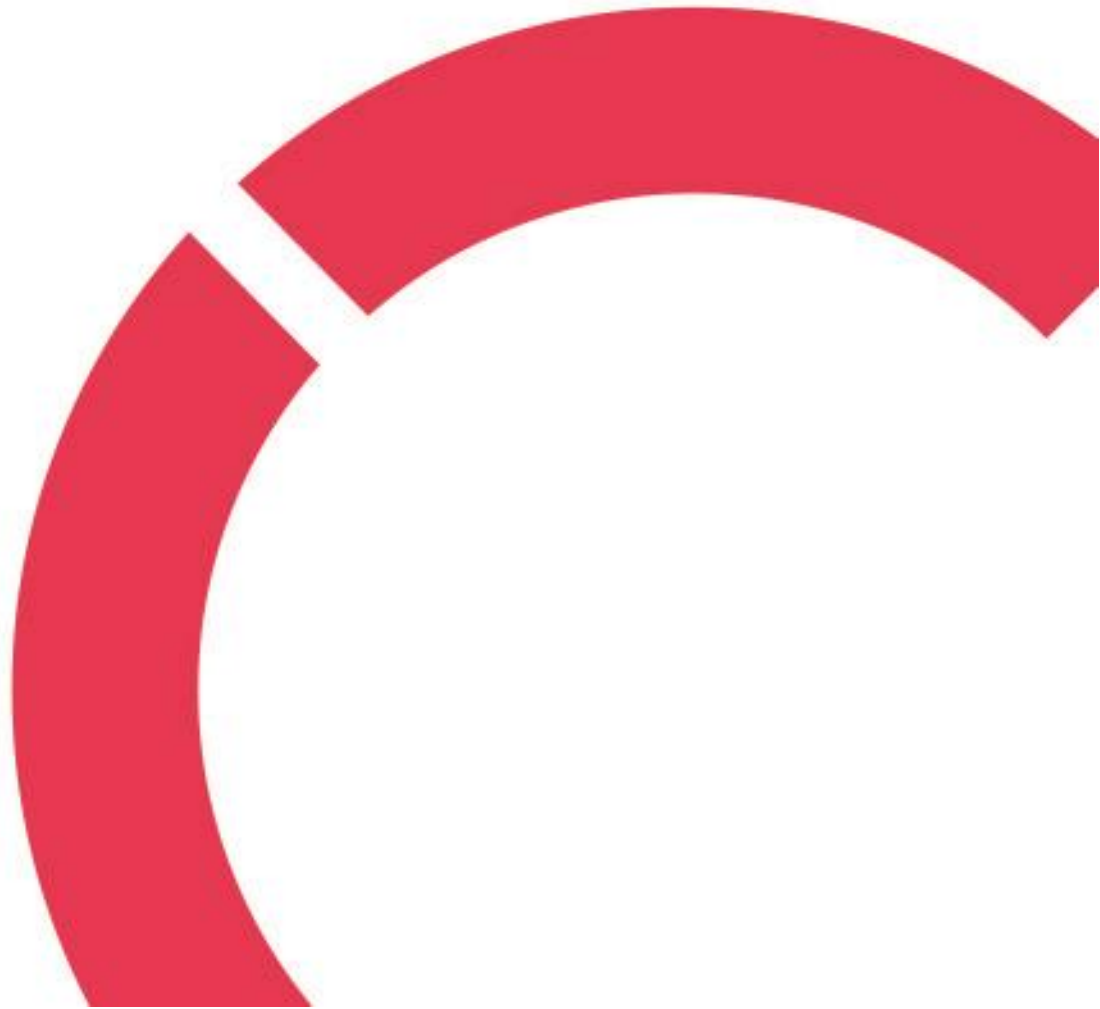
**GREEN BUSINESS-A STUDY OF CONSUMER PERCEPTION AND
PREFERENCES IN INDIA**

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ABSTRACT

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<p>A green company is one that uses environmentally friendly techniques of production, procurement, workforce management, and delivery. In order to protect the environment on a worldwide scale, green businesses seek to eradicate all traces of their operations' harmful effects on the natural world. The study's overall objective was to learn how green business practices affect many aspects of company operations, what kinds of advantages green business may bring to an organization, and what kind of difficulties it may encounter in the transition. This study also identified the motivating aspects of adopting environmentally friendly activities.</p> <p>To fulfil the aims of the study, a quantitative research approach was applied. Primary data were acquired by using a survey questionnaire. The questionnaires were circulated to 25 students and business owners. Microsoft Excel was used to analyse the data and to produce graphical representations of the responses.</p> <p>The survey's results showed that the vast majority of respondents were already familiar with and open to learning more about eco-friendly options. In addition, a green company venture has excellent long-term viability and potential for financial success. The vast majority of respondents think that by adopting green business practices, more people would become aware of the need of lowering pollution levels. This aids the business in making the most efficient use of its materials and resources.</p>		

<p>Key words Drivers, Eco-friendly, Environment, Finance, Government, Green Business, Human Resource, Logistic, Manufacturing, Marketing, Sales, Social awareness and Supply Chain.</p>
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1 INTRODUCTION

Climate change, pollution, and the loss of non-renewable natural resources have sparked environmental consciousness. The reduction of greenhouse gas emissions will be a major worldwide problem in the twenty-first century. Customers have grown more conscious of the environmental harm done by firms in the name of profit. Regulations from the federal and state governments, as well as consumer advocacy organizations, have pushed firms to become green. As a consequence, environmental regulations are constantly being established across the globe (Brunoro, 2008). Sustainable companies, often known as green firms, may help safeguard the environment by reducing their environmental impact. An economic development that creates income and serves the requirements of the present generation while conserving and protecting the environment for future generations is defined as a "green business." It was determined that green practices may promote a company's image, boost staff morale and save money, all while benefiting the environment. As a result of government legislation or recognizing the strategic relevance of environmental challenges, businesses are increasingly interested in sustainable development. Current competitive circumstances have made the natural environment a significant factor, and organizations are looking for new and inventive methods to stay ahead of the curve (Finlay, 2000). The environmental performance of a company may also be improved to meet environmental regulations, answer consumer concerns about the environment, as well as to lessen the environmental effect of the company's product and service operations.

Businesses are becoming increasingly more complex and diverse. Entrepreneurs are always looking for new and innovative ways to keep their businesses afloat in today's highly competitive marketplace. The world's population is rapidly increasing, while the business market is also expanding. As a result, individuals are looking for ways to make more money while still conserving the environment and natural resources. The environmentalists, on the other hand, are blaming these new business concepts for the worsening of the environment. As a result, in the current environment, the most significant task is to design concepts for environmentally beneficial and long-term enterprises. As the term implies, "green business" refers to operations that are seen as having a low impact on the environment. Green business is the term used to describe this kind of enterprise. Green is also a synonym for sustainable in this context. Eco-friendly businesses are described as those whose actions have the least detrimental influence on the environment, society, or community in which they operate.

The purpose of this thesis is to create a concept linked to the green company, how it operates, what sources of income are available for such business concepts, what green goods are, and the manufacturing and sales method of the green products. Increasingly, consumers want items that are both safe and environmentally friendly. Regularly looking for a green checkmark is considered standard behaviour. A company's long-term prosperity depends on its ability to go green in such a circumstance. Green business practices also assist to lower manufacturing costs by decreasing the costs of fuel, water, and other inputs. The goal of this thesis is to examine the impact of green business on the everyday operations of a company. First and foremost, the study's issue statement and goals are developed. What green business is and how it affects company operations will be explained in a theoretical framework. The study's research methods will next be discussed. The findings of the study will be presented, followed by the key conclusions and recommendations for companies on how to integrate environmental concerns into daily operations.

For the major goal of this thesis, the author will examine how organizations see the influence of green practice adoption on their business operations. The secondary objectives were defined in order to aid in the accomplishment of this core objective which includes to learn about green business practices and how they affect the company's operations and how to empirically develop impressions of the influence of introducing green practices on company processes. Identifying the challenges and benefits of green business and determine the driving factors and the extent to which green practices are applied. To develop a framework enabling businesses to use green practices in all aspects of their operations.

The research questions are- How does green business impact business operations? What are the benefits of doing business in a green way? What are the obstacles to green business? What are the motivating factors for green practices? What are the guidelines and procedures for implementing green practices in each business function?

Achieving the study's goals will have a substantial impact on many facets of green business operations. Perhaps by changing their work practices, becoming role models for their workers, and encouraging their staff to practice green marketing in their professional and personal lives, managers can affect the view of others. Even more importantly, managers may benefit from focusing on environmentally friendly procedures as a priority rather than an afterthought. Moreover, through the exchange of information and methods, frequent green activities in the business sector will have a major impact on altering the perspective of societies in the long run.

An increasing number of businesses are recognizing the significance of environmental sustainability and its role in a company's overall performance. Despite this, many companies have yet to implement sustainable initiatives in their workplaces (Naidoo and Gasparatos, 2018). Inefficient resource use and reprocessing are only a few of the many examples of excessive energy use and waste that may be found in the manufacturing process. Many firms are reluctant to embrace green practices in their workplaces due to a variety of obstacles. As a result, the data collected in this research was analysed to determine what variables influence green practices and how much of a focus is placed on the green practices in the company's operations.

An examination of the advantages of green products, as well as their potential market, as well as ways to safeguard the environment, and a simple guideline for dealing with customers are the primary points of this thesis. Marketing advice for green products is also included. A similar emphasis is placed on green businesses and their systems. Similarly, it aims to concentrate on how long-term profit may be produced through green business strategies.

2 GREEN BUSINESS

Companies that employ organic and natural elements in their construction, have stricter safeguards against pollution and utilize environmentally friendly resources are examples of "green businesses," which are enterprises that adhere to a set of principles considered to be ecologically sound. An organization is considered "green" if it has integrated environmental concerns into all aspects of its operations (Zsolnai, 2002). An eco-friendly business operation is any activity that has a minimal ecological effect or effectively improves the natural environment (Gilbert, 2007). A green firm is one that reduces its reliance on natural resources in order to carry out its operations, as well as one that employs environmentally friendly practices and supplies, such as recycling (including paper, plastic, electronic waste, glass, and aluminium) and purchasing environmentally friendly goods.

The transition to the green trend in business is not due only to the corporate effort. Consumers, governments, and businesses all have a role in shaping "green requests" made to companies and the adoption of environmentally friendly policies and procedures. Understanding who buys "green" items is crucial for targeting advertising and distribution strategies. Those who buy ecologically produced or eco-friendly items (those that are created, imported, and exchanged without generating pollution, can be reused, or are otherwise beneficial to the environment) and avoid environmentally detrimental consuming practices are known as "green consumers." (e.g., by saving water and energy, recycling). Various lists of traits that identify "green consumers" may be found in the literature. While some writers classify consumers according to their demographics, socioeconomic status, psychological makeup, and behaviours (Armstrong & Kotler, 1991), others classify them according to their knowledge, values, attitudes, and actions (Laroche et al., 2001). Others highlight habits, personal skills, attitudes, beliefs, and conventions as the most crucial features of green consumers. The findings of the environmental marketing research have not been clear in their conclusions about the associations between specific customer traits and environmentally friendly actions, and they disagree with the notion that the "typical" consumer concerned with environmental issues exhibits either non-purchase preservation actions or a green purchase consumption pattern.

Consumers are categorized mostly by their ages and genders. Studies from 1996 suggested that the average age of a green consumer was higher than typical; however, studies from 1999 show the exact opposite: that green consumers are younger than average. Some research suggests that women are more concerned about protecting the environment than men are, but other studies have shown the reverse to

be true (Laroche et al., 2001). However, other research has shown no correlation between male and female eco-friendly purchasing habits. In terms of consumers' income and level of education, those with lower incomes and less education were more likely to buy things that were good for the environment (Jansson et al., 2010). This finding has been verified both directly by subsequent research and indirectly by studies that failed to discover an association between high family wealth or education and green consumption. Most studies have shown that consumers' knowledge, attitudes, and beliefs are more important than their demographics when it comes to determining why they make environmentally responsible purchasing decisions (Laroche et al., 2001). Ecology literacy is another term for environmental awareness. When examining the impact on customer behaviour, contradictory findings emerge. While some research suggests that consumers' environmental awareness is positively connected to their actions, other studies have shown only a minimal correlation between environmental literacy and environmentally conscious purchasing. When deciding whether or not to "go green," values of significance and practicality play significant roles. First, people need to realize that solving environmental issues is crucial to their own well-being. Second, "going green" shouldn't be seen as a burden because of the sacrifices it requires. The habitual nature of the conduct also adds an element of attitude to the mix. Individualism and collectivism are two important ideals that shape how people interact with the world. Individualists are more likely to engage in competitive behaviour and are less likely to consider the greater good. Instead, collectivists prioritize the feelings of others and work to improve the world for everyone. Again, environmentally conscious shoppers may make a difference by taking action alone or joining a larger movement. Individual green behaviour is shown by decisions like whether or not to recycle and whether or not to pay more for a green product (Jansson et al., 2010).

While it's true that going green might add some expenses to a company's budget, it also has the potential to provide financial gains. Going green has the dual advantage of increasing income and decreasing expenses for a company. Product/brand differentiation, customer/brand communication, value addition, and productivity gains all contribute to increased revenue (Bowie & Schneider, 2011). A company that takes steps to improve the environment might set itself apart from the competition. It's common knowledge that consumers invest in a product's brand in addition to the product itself. A "green" brand is one that does well with consumers and businesses who are interested in doing their part to reduce their environmental impact. If people are prepared to shell out extra cash for a green product, it's because they see value in it (Bowie & Schneider, 2011). However, in order to be recognized by customers, a green brand must be properly conveyed or promoted. Rather than referring to a specific marketing strategy, the term "green marketing" is often used to describe the good, service, or way of life is promoted. Marketing ecologically safe or supposedly safe goods relies on customers expressed or implied

willingness to pay a premium for such items. Similarly, research shows that green businesses have happier, more productive workers. Finally, being green improves a company's future chances by connecting it with other green enterprises that are open to forming partnerships with organizations with similar values. Utilizing waste and reducing inputs are two primary sources of cost savings. Potential cost savings may be realized through the employment of methods like waste cremation for heat production, reduced paper use in favour of electronic communication, and the off-peak switching of electrical appliances. Green business practices are also thought to improve worker health and safety, which may help a firm save money on medical costs by reducing sick days (Laroche et al., 2001).

Changing a company's behaviour to be more environmentally friendly is a complex endeavour, that includes a wide range of methods. In general, every company that cares about the environment should engage in some aspect of the "4 Rs" (reduction, reuse, recycling, and recovery) (Wossen Kassaye, 2001). Several methods exist to accomplish each of the three "Rs," and some methods may be used to accomplish two or more "Rs" at once. The letter "R" may represent either a decrease in consumption or a decrease in waste. The first category includes measures taken to reduce energy usage, such as switching from incandescent to compact fluorescent light bulbs, which may reduce energy use by as much as 75%, or simply turning electronics off when they are not in use. Some businesses advocate for double-sided printing or printing just the most essential documents in an effort to reduce paper use. Some firms (like Campbell Soup) use green packaging to lessen the volume and weight of packaging, while others (like Sears) use it to limit packaging waste (Lavallée & Plouffe, 2004). Whole Foods Market, Revlon, and Estee Lauder are just a few brands that have transitioned to employing biodegradable, all-natural, or organic materials in their goods. The practice of "product stewardship" may also be adopted by businesses. What this implies is that the producer is accountable for minimizing waste, increasing recycling, and increasing the usage of sustainable raw resources. Companies like McDonald's and Whole Foods Market are on record as using this all-encompassing (4Rs) method. Eco-labelling, which is also called "green labelling," "environmental labelling," and "green branding," is an effort to meet consumer demand by telling buyers how a product is good for the environment. Consumer appeal, public standing, brand awareness, and the potential for development are all bolstered when such details are made available to customers (Lavallée & Plouffe, 2004). By educating buyers on the positive effects their purchases will have on the environment, a company may pique their interest in eco-related topics and foster the growth of an intentional demand for such items. Environmental labels are useful in demonstrating a company's commitment to corporate social responsibility to target audiences, including customers, the general public, business partners, and government agencies. Brands with a focus on sustainability are more likely to attract environmentally conscious consumers and business owners,

giving them a leg up in the marketplace. Finally, Eco-labelling requires consideration of the environmental profile of the product line and, as a result, presents chances for enhancement that may make it easier to comply with forthcoming environmental regulations. A voluntary eco-label may be established in one of two ways: It may be achieved either through self-declaration or the current environmental labelling method. A self-declared environmental label is a statement, label, or sign that highlights a facet of an organization's operations, goods, or services that may have an impact on the natural environment. Any marketing materials, including the product or container itself, may make such a promise. Any manufacturer, importer, distributor, or retailer who stands to gain from this statement is free to make it. The corporation picks the criteria it will use to demonstrate the product's eco-friendliness. This might reduce the resources needed to create a new eco-label, and the fact that the programs are run for free gives them more credibility than the promises of a for-profit business.

All labelling methods come with the price tag of retooling processes, conducting audits, and informing consumers about what they mean. The good news is that being associated with that label usually means more profits. Many "small" green steps might add up to a significant greening of an organization. Some businesses, concerned about air pollution, urge their workers to use public transit instead of driving or to fill up their gas tanks after 6 p.m. when the emissions are said to be less hazardous to the environment. Sorting trash, holding seminars on "green business" and environmental preservation, banning smoking in the workplace are all examples of "green" activities. It's important to keep in mind that a company's ability to make environmentally friendly changes to its operations determines the quantity and type of green business initiatives it adopts. A company may be unable to "go green" for several reasons. Some businesses may have no idea how to become green, while others may see "greening" as a costly fad that has a little real impact on their bottom line (Lavallée & Plouffe, 2004).

2.1 Green business system

The business process and structure must be understood in order to transform a company into a green one. One definition of a business system is "the management of the various parts of a business that are unified to achieve a goal (Zokaei, 2017)". Many businesses today have come to see that embracing sustainability is the key to attracting and retaining customers. In addition, eco-friendly companies need to keep the lines of dialogue open with their clientele. The four methods or paradigm is necessary for a company to be efficient and ecological. Any company's success depends on the methodical application of four distinct business domains. First and foremost, company success depends on the effective

administration of the creation of environmentally friendly goods. Second, long-term success necessitates investing in people involvement and strategic planning. Collaboration between supply chain management and the social and environmental effects of goods and services is crucial (Zokaei, 2017).

Demand for a higher standard of living and the wasteful use of natural resources have both risen in tandem with the global population. Sustainable living and the organization, performance, and management of work are increasingly recognized as crucial to the improvement of this utilization of natural resources. Sustainable methods can be implemented in the workplace to get work done. Conventional methods, with their focus on economic principles, have been used in the creation of the management process of organizations. Time, money, speed, and quality have traditionally been their primary concerns. As time goes on and more sustainable practices become commonplace, the ecosystem becomes more stable. The organization prioritizes eco-friendly practices, such as cutting down on energy use and its ecological impact while also delivering long-term fixes (Brocke et al., 2012).

It is challenging to manage a company in the modern economy. There is a great deal of stress on business leaders. Customers put pressure on them to be morally responsible companies, while shareholders put pressure on them to increase profits. Leaders in such a hazardous circumstance would do well to develop their talents, as they would benefit much from the criticism and suggestions of individuals working within the organization. A leader's ability to effectively convey their vision is the single most important quality they can possess. The more you reiterate your plan to your team, the more they will grasp it. It's crucial that your idea is communicated in a way that's straightforward for everyone to grasp. The ability to guide and inspire change within a company is a key leadership skill. If a company's leadership can adapt to digital and social transformation, the company's workers and consumers will be better able to do the same (Henderson et al., 2016).

There are the five values which includes the satisfaction of both customers and employees. Improvements were made to guarantee that the production was superior. Protecting the environment while also reaching out to others. When it comes to establishing a successful business, honesty and dependability are essential. A positive outlook on making the required adjustments.

Organizational leadership and long-term achievement are both possible when these five principles are put into practice (Zokaei, 2017).

An organization's policies and procedures can be managed with the help of strategy management. Management of strategies and their execution follows a predictable pattern. Every business has annual or shorter-term objectives it aims to achieve. It is important for a company to have objectives that can be understood by everyone. It is important to consider every relevant information before deciding on a course of action to ensure that planning and execution go off without any difficulties. It is crucial for a business to prioritize, assess, and manage its resources (Clayton, 2019).

A company's data and content administration plan should be well thought out. Most of the companies today have confronted the difficulties of which data to manage by what and how? Over the past few decades, the Document Management System (DMS) has been developed to aid businesses in maintaining the security of their records. This storage info is readily available and can be discovered in less time. Management of an organization's content plan is similarly important. In addition, the streamlined process is emphasized from pre-production through post-production as part of a green business strategy. Leaders in any field should make greening their operations a top priority. Businesses with a focus on sustainability need to keep an eye on consumer preferences and trends. Cooperation and shared goals are always the best approaches. However, a company adopting this plan has a duty to care for the world around it, the well-being of its local community and its consumers, and the creation of new employment opportunities (Zokaei, 2017).

Integration of various resources is the essence of supply chain cooperation. Working together along the supply chain is a methodical approach to handling limited resources. Green supply chain, on the other hand, is concerned with the methodical management of environmental consideration at the heart of decision-making, with the ultimate goal of increased profit. Management of a green supply chain actively engages with environmental concerns along the supply chain. Everything from conceptualization to procurement to production to distribution is part of this process. More and more people are worried about environmental impacts when making purchases. Positive effects on financial performance, resource access over the long term, reduced costs and enhanced productivity, a competitive edge, reduced risk, and higher quality goods are just some of the ways in which a green supply chain can help a company succeed (Emmett & Sood, 2010).

2.2 Benefits of green business

Both company owners and consumers may reap rewards from engaging in environmentally friendly practices. It is possible to view some of them immediately, while others will be visible over a longer

period of time (Bachman, 2009). Competition in global markets is increasing, therefore businesses everywhere are shifting their attention to environmentally friendly goods. Keeping up with increased customer expectations and a heightened understanding of the environmental implications of products is crucial for any company serious about succeeding in today's market. Products that are more environmentally friendly help a company's reputation with customers, workers, the general public, and governing bodies. Pollution is reduced, internal processes are streamlined, waste is decreased, and technology is updated thanks to the use of green products (Emmett and Sood, 2010).

2.2.1 Environmental benefits

The well-being of the planet and financial prosperity are two goals shared by many entrepreneurs and business leaders. Therefore, in this expanding market, individuals are concentrating on the "triple bottom line," which consists of the planet, people, and financial gain. Nowadays, individuals care more about preserving the planet than they do about making a quick buck (Swallow, 2009). In today's commercial world, ecological concerns have grown in importance. As a result, we now have to give greater attention to sustainability in all areas of our company. The effects of climate change on the global economy are now front and centre. Climate change is seen as a major hindrance to the international economy's fast expansion. As a consequence of increasing levels of greenhouse gases in the air, the planet's climate is shifting. Concerns about climate change's implications on commercial enterprises are growing. As a result of mounting concerns about the impact of climate change, several corporations have already begun offering discounted share prices. When deciding which items to purchase, consumers often look at a company's environmental track record (Lash and Wellington, 2007).

Nowadays, we face significant challenges due to environmental concerns. This problem has come up quickly, forcing people to become more self-aware and take action to combat the global impact of climate change and the depletion of natural resources. Many people now have a more positive outlook on environmental protection, including investors, stakeholders, governments, and ordinary citizens. In this way, the mindset contributes to a climate that fosters creativity and the development of cutting-edge technologies (Olson., 2009). When it comes to protecting the environment and creating an eco-friendly atmosphere, every company, state, organization, and individual participant may play a crucial part. Maintaining and attaining environmental sustainability may be aided through waste reduction, waste management, and environmental improvement. Government strategy, taxes and penalties for utilizing the natural elements, rules for the disposal of trash, recycling and correct storage facility, and criteria for

following environmental standards like ISO 1400 are all examples of regulatory requirements (Wozniak, 2022). Social pressure for green business, new technologies, and environmental policy initiatives all contribute to a safer and more prosperous economy. Companies that focus on making eco-friendly goods may benefit from customer demand for such goods. Gaining a competitive edge and increasing profits may be aided by adopting cutting-edge clean technologies and innovative practices (Wozniak, 2022).

2.2.2 Managerial benefits

There is a severe absence of adequate environmentally friendly management procedures in the majority of businesses. The importance of a green management system has been generally disregarded by small and medium-sized enterprises. Altering this requires a shift in the business's strategy and structure. Organizational transformation may be influenced by green management elements like structure, creative capability, human resources, cost reductions, and strategic edge (Rupa and Saif, 2021).

The basic rule of business is to maximize profits with a minimal investment of time and energy. Good management processes, abilities, and understanding allow for this to occur. As a sustainable enterprise, your company must care for the world around it. Cleanliness of air, water, clothes, and building materials is essential for a sustainable and environmentally conscious enterprise. Businesses may find success via sustainable practices that make efficient use of renewable energy and natural resources. The environmental advantages to our company are substantial. Governments throughout the world are increasingly prioritizing environmentally-friendly industries in order to better manage their own environments. In addition, the government is taking initiative and is in the process of drafting legislation and regulations regarding environmental protection and possibilities for such enterprises (Kane, 2010).

Raw materials are the first product a company consumes, followed by electricity, water, and other necessities. At the outset, it is crucial to properly mobilize and manage all available resources. Also crucial to effective management is the containment and disposal of garbage and other waste products, as well as the control of any emissions into the atmosphere. Reduced expenses and an improved environment are the results of recycling and trash management (Kane, 2010).

2.2.3 Financial benefits

The subject of "green business" is a major one in today's society. Eco-friendliness, resource preservation, positive product branding, and a host of other advantages are often mentioned in discussions about "green business." Financial, managerial, and economic gains are all interconnected. Taking environmental considerations into account while running a company has immediate financial benefits in addition to helping the planet. Reduced product costs may be achieved by measures such as reusing or recycling already-existing resources, cutting down on resource use, or making use of innovative technologies. More people may be interested in buying eco-friendly items if they are widely advertised. To be successful, a company has to be able to compete with others, and this strategy may assist (The benefits of an environmentally friendly business, 2014).

Although the connection between a company's environmental, social, and financial success has been discussed extensively, a definitive solution has yet to be found. Companies may aid in environmental preservation via a practice known as "corporate social responsibility" (CSR). For society as a whole, sustainability is a profound idea. In the context of managing a company, the phrase "triple bottom line" refers to an effort to place equal emphasis on three distinct dimensions: the humans, the revenues, and the environment. If you want your firm to thrive and make money, you need to pay attention to these three areas (Elkington, 1999).

2.3 Impact of green practice implementation on the business functions

In order to have a positive impact, green business practices need to be implemented by companies that have a thorough understanding of their customer's needs and the resources to meet those needs while also enhancing environmental sustainability. Managers must create organizational mechanisms that allow them to meet green business practice criteria without sacrificing progress toward long-term objectives. The writers disagree on how to categorize the various roles in an organization (Seese, Weinhardt and Schlottmann, 2008). These categories helped researchers organize the tasks into six distinct categories, streamlining the study process and reducing the likelihood of unnecessary repetition (Ghorpade, 2004). These categories were used to organize the functions.

2.3.1 The function of manufacturing

Adopting green business methods allows you to make money while also helps the environment. Sustainable development is based on the production of long-lasting items that have minimum environmental impact from conception to disposal by finding less cost effective, more effective, and environmentally friendly alternatives to hazardous things. When evaluating input costs, consider constraints, energy usage, storage, and disposal. To save money, use less resources, less power, and less hazardous waste (Green manufacturing, n.d.). Make use of ecologically friendly components, methods, and procedures, and reduce your reliance on raw materials. Reusing resources (such as plastic, paper, and glass) reduces waste while also earning income that may be utilized to expand industrial capacity. Reduce asset management inefficiencies and hence waste (Green manufacturing, n.d.). If you want to keep your assets functioning smoothly without breaking the bank, you must make some wise judgments about whether to invest in new, flashy technology or settle for used, more economical machinery (Wankel, 2008). Reduce waste, pollution, and accidents while increasing the use of non-renewable energy sources. Utilize lean strategies to incorporate environmental considerations into industrial processes. Environmental standards and consumer demands must be considered when establishing manufacturing processes, equipment, and procedures (Hopfenbeck, 1993). Sustainable raw material extraction and manufacturing processes that use less energy and produce fewer by products should be prioritized in research and development activities (Pearce and Robinson, 2013).

2.3.2 The function of marketing and sales

The roles of sales and marketing contribute to raising public knowledge of the benefits of eco-friendly product (Hopfenbeck, 1993). It is critical for a company's reputation that it either meets or supplies things that meet the criteria of its environmentally conscious clients (Bosch, Tait and Venter, 2006). Your company's reputation for being environmentally responsible will help you build your brand and draw in more customers (Ilhan, 2021). Environmental responsibility can provide you an advantage in obtaining bids (Bosch, Tait and Venter, 2006). Find a balance between increasing sales and profits and preserving the environment. Successful green marketing strategies might persuade consumers and result in cost savings (Greenwood, 2008). The key to entering new markets is to reduce pollution and increase the usage of green gases. By addressing environmental concerns, promote alternate ways of life and new ideas. It is critical to properly promote green projects in order to increase market share. In order to attract new customers, incorporate eco-friendly company policies into your overall marketing approach

(WEISS, 2014). Wherever possible, use eco-friendly packing materials. Keep in mind the necessity of maintaining natural resources and minimizing your environmental effect at all stages of the value creation process (Greenwood, 2008). Making a commitment to fund ecologically friendly research and development and making environmentally friendly products a part of your marketing strategy. Using other distribution channels for your merchandise (Hellriegel, Jackson and Slocum, 2007). Advertise and sell your firm as environmentally responsible to all of your target buyers. Adopt environmentally friendly initiatives to present a corporate social responsibility image. Make individuals aware of the dangers to their health if they do not use eco-friendly products (Mellahi, Morrell and Wood, 2010). Employee volunteering or financial support for charitable organisations may raise environmental awareness (Weiss, 2014).

2.3.3 The function of supply chain management, purchasing, logistics and distribution

To balance financial and environmental risks, look for vendors (through the International Purchasing Network) who employ ecologically responsible manufacturing processes. When making purchasing selections, consider ecologically friendly factor (Freemantle and Rockey, 2004). Select providers with strong waste management systems and energy-efficient manufacturing methods that emit little emissions. It is vital to utilize eco-friendly raw materials and recycle wherever feasible to help save the planet. (Bowen, Cousins, Lamming and Faruk, 2006). It is essential to source from companies who have a track record of environmental responsibility. Products generated by the supply chain must not be harmful. Maintain compliance with ISO 14000 standards. If you buy online, you may be able to get more environmentally friendly goods at a lower cost (Millett, 2000).

Reduce the requirement for both raw materials and finished goods to be transported over great distances. Have a structure that is environmentally friendly or sustainable (like a multi-story warehouse) built with materials that are less harmful to the environment and the tenants' safety (Yeoman and Zoetmulder, 2009). Reduce the amount of storage space and transportation expenses required. Create partnerships with your suppliers so they can pool resources (such delivery vehicles and storage space) (Wu and Dunn, 1995). To economize on gas, figure out the quickest route between the distribution center and the clients. Reduce greenhouse gas emissions associated with product shipping, transit packing, distribution center operations, and spoilage or damage (to the extent permitted by law) (Wankel, 2008). It is of the utmost importance to move to biofuels in order to implement cleaner, more sustainable practices (Neil, 2009).

2.3.4 The functions related to finance, IT, general management and human resources

Making the switch to a green building can save your monthly energy costs. Set in place a recycling program without adding to your capital expenditures (Greenwood, 2008). Make sure your garbage is correctly disposed of if you want to save money (Ashworth, 1991). Utilizing environmentally friendly practices will decrease your company's risk profile and strengthen your relationships with banks (Mintzer, 2008). By using green approaches, you can eliminate the risks associated with public litigation or "watchdog" organizations. Boost business revenues by utilizing resources effectively and reducing waste (Carroll and Buchholtz, 2000). Increase accountability for the triple bottom line among the board and accountants. Spend your money on projects that are good for the environment (Millett, 2000). Utilize cutting-edge digital technologies to transition to a paperless administrative system. Increased workplace usage of digital tools and processes (Lesourd and Schilizzi, 2001). Look for less expensive communication channels (such as storing information in centralized computer databases) to save money. Make use of a thorough eco-database. Discover the most recent details about innovative eco-friendly products and practices (Harris, 2012).

Use online recruitment strategies to cut costs. Making the switch to environmentally friendly businesses and structures improves worker productivity and health while lowering absenteeism (Wankel, 2008). To encourage or promote green behavior, create a green workplace, business culture, and incentive systems (Pane Haden, Oyler and Humphreys, 2009). Through education and training, raise staff awareness of the need for pollution reduction. Use teleconferencing solutions to eliminate pointless travel, save money, and save the environment. (Freemantle and Rockey, 2004). In order to create environmental policies and processes, seek professional guidance. Encourage employee contentment and output (Carroll and Buchholtz, 2000).

Establish the expectations of stakeholders on social issues, environmental performance, and common environmental threats before developing firm strategies to address these challenges (Thornton, Kagan and Gunningham, 2003). Coordination between your business's practices and those of your suppliers is essential to avoiding fines while adhering to local laws. The board needs fresh insights on sustainability from new members (Pane Haden, Oyler and Humphreys, 2009).

2.4 Drivers in adopting green practices

Business enterprises have historically been held to the standard of meeting consumer demand via the provision of products and services, the generation of profits, the payment of taxes, and the creation of new jobs (du Plessis and Grobler, 2014). The extent to which organizational tactics and goals are put into action varies depending on factors such as the firm's "aim, ambitions, aspirations, and breadth: global vs local, management systems, actions, policy procedures and programs, and degrees of execution at territorial and local levels" (Albareda et al., 2008). The conventional methods of corporate performance, however, need to be modified in order to satisfy environmental sustainability and social issues, as a result of a number of factors. Government subsidies, consumer requirements, community, competition, high energy, and material prices, and innovation are all elements that push businesses to adopt sustainable practices alongside their regular methods of operation (Gupta and Kumar, 2013). Internal variables, supply chain dynamics, and external forces all contribute to the dynamics of the market (Claro, Laban Neto and de Oliveira Claro, 2013).

2.4.1 Internal drivers

Retailers' resource-based views, which highlight the importance of the company's distinctive strengths in order to maintain a competitive edge over the long term, are implied by the internal drivers (Claro, Laban Neto and de Oliveira Claro, 2013). The personal dedication of executives, concerns about cost reduction, middle management policy, and the pressure of entrepreneurs and investors are all examples of internal motivations that have a good correlation with the adoption of environmentally friendly practices inside a firm (Walker, Di Sisto and McBain, 2008). Additionally, the owner's personal and ethical principles will have an impact on the firm as a whole, ultimately influencing the mentality and perspective of the commercial company's workers. The marketplace, the overall economy, community, public perception, non-governmental entities, financial institutions (investors, banks, financial corporations, and insurers), and public authority all have a role in influencing business managers' behavior shift towards green practices. Environmental measures may be implemented more often when management is under constant pressure from investors. (Dhull and Narwal, 2016).

The competence of a company to evaluate the results of its investments in sustainability may be broken down into three categories: the capacity of its human resources, its customers, and its business processes

(Claro, Laban Neto and de Oliveira Claro, 2013). Capabilities in human resources focus on people's capacity to inspire financial investments in environmentally friendly practices. This highlights the significance of staff members' capacity to carry out social and environmental duties in a way that supports the company's goals. Businesses, like any other kind of shop, have varying requirements for their staff in terms of expertise, experience, and demeanour (Linnenluecke and Griffiths, 2010). A company's management may benefit from having staff that is both knowledgeable about sustainability issues and committed to spreading awareness about them. Seminars and forums on environmental sustainability, as well as discussions with environmental specialists, may be used to improve human resource capabilities. Therefore, with the help of top-level management, HRM, worker engagement, environmental learning and collaboration, and incentive systems, good transformation in sustainable practice may be brought about by efforts from inside a firm. Investment in sustainability is another result of increasing customer capabilities (Naidoo and Gasparatos, 2018). Customers that are concerned about the world around them tend to switch to eco-friendly options. In response, business leaders are shifting their focus to more environmentally friendly practices (Linnenluecke and Griffiths, 2010).

The business industry may gain a competitive edge by using environmental sustainability as a selling point. Many businesses now evaluate their success based on how quickly they can adjust their promotional materials to meet the demands of their clientele (Azevedo, Carvalho and Cruz Machado, 2011). Currently, consumers have a skewed preference for green goods because of their increased knowledge of the notion of green manufacturing. Thus, many businesses are adopting environmentally friendly procedures as part of their standard operating procedure (Naidoo and Gasparatos, 2018). To differentiate themselves from competitors and acquire a large consumer base, this approach prioritizes emphasizing the company's commitment to sustainability. Using sustainability as a point of difference calls for creatively altering marketing strategies to raise consumer understanding of environmental issues and the value of becoming green (Gupta and Kumar, 2013). That includes making it very obvious why the business is making the switch to green goods and procedures and why that matters for the planet and community (customers). Customers' trust and continued patronage help the store earn a positive public perception. Therefore, the company's goals and objectives continue to center on green policies in order to both satisfy client preferences and preserve sustainable differentiating methods (Monczka, Trent and Handfield, 1998).

Many businesses' decision to adopt environmentally friendly policies is motivated in part by the desire to increase their bottom line (Naidoo and Gasparatos, 2018). Companies are urged to become green since doing so saves money via increased efficiency, less waste, and better recycling and resource

management (Govindan, Diabat and Madan Shankar, 2015). Green business practices have the potential to generate profits at both the outset and later stages of a company's life cycle. Energy and water conservation, as well as trash management, may help a company save money in the beginning. Long-term investments in energy-efficient lighting, solar panels, and water-saving plumbing, as well as in the sale of certified health goods, the hiring of environmentally conscious employees, and the establishment of an eco-friendly work atmosphere may provide financial rewards for businesses (Martín-Peña, Díaz-Garrido and Sánchez-López, 2014).

Retailers can be encouraged to engage in sustainability by their suppliers if they have established open lines of communication, a streamlined inter-organizational process, and a comprehensive environmental policy (Claro, Laban Neto and de Oliveira Claro, 2013). When you work to build strong connections with your vendors, you and they can talk openly about what you need. Maintaining the connection is possible with open lines of contact, environmental rules, and a well-defined procedure. The partnership can also aid the food store industry in resolving obstacles and overcoming challenges in the name of advancing environmentally friendly practices. Retailers, for instance, should have buying policies that detail the kind of (green) merchandise they need to please customers during the acquisition process made (Reddy et al., 2018).

To ensure they deliver the correct goods, suppliers must follow all applicable sustainability and buying policies. Retailers should be provided with information about sustainable manufacturing methods, including design, material use, packing, and processing. FoodLogiQ also recommends that businesses be open and honest with their clients regarding the meals they provide. Customers are more likely to remain committed to a brand if they feel their food supply is being managed responsibly. Customers can learn more about the manufacturing process by touring the facility (Monczka, Trent and Handfield, 1998).

The relationship between suppliers and retailers can be strengthened and retailers' perspectives on environmental issues can be altered by sending samples for testing, providing opportunities to participate in internal and external workshops and seminars, and inviting retailers to meetings on environmental sustainability. Casual get-togethers not only facilitate introductions between vendors and retailers but also lead to fruitful discussions and the sharing of ideas. Suppliers can aid merchants in achieving positive environmental outcomes by providing education, training, and help in environmental stewardship. Therefore, the openness of vendors and their sincere desire to help their clients succeed

could forge a lasting relationship. As a result, people feel more fulfilled and are more likely to go green on their own accord (Monczka, Trent and Handfield, 1998).

2.4.2 External drivers

The retail food industry is influenced by elements outside of it, which helps bring about a shift toward environmentally friendly policies and procedures. Legislation, consumer needs, marketing tactics, environmental rules, technological advancements, and other external variables all fall under this category (Berns et al., 2009).

Regulation and law from the government are frequent examples of external incentives for the implementation of green practices (Dhull and Narwal, 2016). Green business activities may be mandated by law and policy at the national level. The government's involvement in developing actionable policy frameworks that motivate and drive businesses is crucial. In order to reliably execute the regulations and promote an improved strategy for corporate social responsibility (CSR), the government must be trustworthy on both the local and global levels. Governments have the ability to affect change in commercial organizations and society by enforcing rules and serving as role models (Albareda et al., 2008).

Some of the measures taken by the government to encourage private sector adoption of renewable energy sources include both immediate and long-term goals (Ayoub and Yuji, 2012). In the near future, efforts are being made to encourage and facilitate the usage of renewable energy sources. Subsidies and tax breaks are offered to businesses that use green manufacturing methods, whereas hefty taxes are levied on companies that don't make environmental considerations part of their business models. The next quick approach is unplanned initiatives, in which the government creates programs and gives out financial incentives to assist research and development programs to boost local efforts and attain green communities (Reddy et al., 2018). The government's proposal to regulate the market for renewable energy via feed-in tariffs and quota commitments is a part of the long-term plans. The feed-in tariff plan would enable the government to set the value of renewable energy, stabilizing the industry and allowing businesses to make a fair return from their purchases. When a government sets a quota requirement, it indicates that it wants energy producers to meet a specified target for the quantity of renewable power they generate. Both the Renewable Portfolio Standard and Tradable Green Certificates (TGCs) are used as benchmarks since they reflect a predetermined quantity of energy production (Ayoub and Yuji, 2012).

Businesses are compelled by environmental regulation, an external force, to reach the government-mandated baseline for environmental performance or face financial fines (Linnenluecke and Griffiths, 2010). Therefore, businesses are under pressure to follow the government's minimal requirements of environmental legislation so that they can remain competitive and continue operating. Managers take action to reduce pollution, waste, and energy consumption, among other sustainable practices, to meet these criteria. To prevent these outcomes and maintain a competitive edge in the market, managers are beginning to prioritize ecologically friendly operations (Naidoo and Gasparatos, 2018). Government standards and regulations are in place, yet some stores may not be deterred by the threat of penalties from the government. Environmental rules encourage innovations in company organizations in two different ways: one relates to the products themselves, and the other relates to the processes those products go through (González-Benito and González-Benito, 2005). Recyclable packaging and reusable materials help keep manufacturing costs down, while still adhering to rules that address product quality. Methods that "create material saving, decrease downtime, or transform wastes into useful forms" are a primary focus of process-related laws. Businesses' performance may benefit from environmental solutions if they comply with environmental standards. Environmental management systems and approaches to environmental laws are critical to the growth of businesses, and this theory suggests a positive correlation between enforcing such legislation and improving corporate performance (du Plessis and Grobler, 2014).

Companies are compelled to adopt social and environmentally responsible policies by factors beyond their control, such as increased competition and economic instability (Claro, Laban Neto and de Oliveira Claro, 2013). One of the most effective ways to boost corporate success is through healthy competition. To remain competitive, businesses need to meet the needs of their existing clientele while also adopting environmentally-friendly policies, such as the use of recyclable and reused materials, the implementation of electrically smart and productive technologies, and the provision of excellent customer service (Dabija, Bejan and Grant, 2018).

A business faces social pressure in addition to economic and regulatory ones to embrace environmentally friendly practices (du Plessis and Grobler, 2014). The concerns and knowledge of people about environmental dangers (such as rising temperatures, floods, and earthquakes), which are produced by the consumption of natural resources and actions that are not sustainable for the environment, have driven societies to modify their perspective and approach toward environmental issues. Conservation, efficient use of natural resources, and the identification of opportunities to reduce environmental dangers are increasingly major concerns. This has increased competition among

businesses and prompted more eco-friendly policies (Martín-Peña, Díaz-Garrido and Sánchez-López, 2014).

Businesses of perishable goods may be influenced by the growing demand for environmentally friendly items to adopt more sustainable business practices (du Plessis and Grobler, 2014). Businesses' bottom lines are affected when they stock their shelves with health items because of the increased health consciousness of their consumers (Naidoo and Gasparatos, 2018). Because of this, stores are now more competitive than ever before to increase their market share. Consumers feel pressured not just to make the proper product purchase, but also to make the appropriate store decision. Moreover, the buying power of consumers has a major effect on managers' decisions to become green. According to economic theory, consumers would stick with non-green items if they perceive a high price tag for eco-friendly options and a high barrier to entry when looking for cheaper alternatives or knowledge of the worth of eco-friendly goods. Additionally, the tastes of family, friends, and other groups can heavily impact consumers' decisions to purchase green goods (Gleim, Smith, Andrews and Cronin, 2013).

2.4.3 Supply chain dynamics

Businesses may be encouraged to engage in sustainability by developing strong supplier relationships via open lines of communication, a streamlined inter-organizational procedure, and a proactive environmental strategy (Claro, Laban Neto and de Oliveira Claro, 2013). When businesses and their suppliers work together effectively, everyone's needs are met. Maintaining the connection is possible with open lines of communication, environmental regulations, and a well-defined procedure. Furthermore, the partnership may aid businesses in resolving obstacles and advancing green practices. For example, throughout the buying process, businesses should have procurement rules that detail the precise (green) goods they need to meet customer needs. To ensure they provide the correct goods, suppliers must follow all applicable environmental and procurement rules (Monczka, Trent and Handfield, 1998). Retailers should be informed about manufacturing processes that prioritize sustainability from concept to material selection to packaging. Businesses should be open and honest with their consumers about the ingredients and preparation methods used in the products they sell. Customers are more likely to stick with a company if they feel their concerns about product safety and sustainability are being addressed. Customers may learn a lot about the inner workings of a company by seeing the facilities where the goods are made (Reddy et al., 2018). Suppliers may help merchants alter their perspectives on environmental concerns by giving samples of their green products for testing,

asking them to meetings on environmental sustainability, and providing them with the opportunity to attend both internal and external courses and conferences. Suppliers and retailers may both profit from the connections that are established during casual get-togethers, which lead to productive talks and the sharing of ideas. Suppliers may help retailers achieve positive environmental outcomes by educating their staff on environmental sustainability and offering training and other assistance. Therefore, a deep relationship between suppliers and their consumers may result from providers' openness and willingness to help. It improves happiness and inspires people to become green of their own will (Monczka, Trent and Handfield, 1998).

2.5 Challenges in green business implementation

Going green has been a major topic for a while, but many companies still haven't fully embraced the concept (Lozano, Ceulemans and Scarff Seatter, 2015). The term "challenges" is used to describe the situations or human beliefs that impede a company's plan from including environmental sustainability (Ramirez, Gonzalez and Moreira, 2014). Many scholars have uncovered obstacles that prevent business leaders from becoming green. Some of the challenges businesses face include a shortage of trained workers, a high price tag, pricing competition, scepticism about sustainability initiatives, a lack of supplier support, and stringent government regulations. Most companies have trouble getting started because they can't agree on what "green" means and how to put it into practice. A number of researchers have concluded that the word "green" may mean different things depending on who you ask, which might cloud people's mental images of what the notion really is. Managers are hesitant to introduce environmentally friendly activities because of the lack of clarity around the norms and processes for sustainable implementation (Tseng, Chiu, Tan and Siriban-Manalang, 2013). The implementation of ecologically friendly practices comes with a price tag. Environmentally friendly inputs and high-priced green goods are believed to increase product prices. Potentially displeased clients include those who aren't willing to pay a higher price. That is to say, in order to maintain or increase client loyalty, the store management will prioritize low-priced items (Ramirez, Gonzalez and Moreira, 2014).

Access to ecologically friendly items is another obstacle. Time, cost, product availability all factor into managers' calculations of profit. It is possible that there may be a delay in shipping or a general lack of availability for ecologically friendly items. There is not enough supply (to meet demand) because of the high manufacturing and certification expenses. No incentive is provided to include eco-friendly items in design or marketing (Ramirez, Gonzalez and Moreira, 2014). To achieve sustainability, traditional

purchasing methods must be replaced with more modern alternatives. Expenditures include the price of the initial setup, ongoing administrative expenses, the price of environmental training, auditing fees, the time and effort required to comply with standards, and so forth. Managers may be put off by these expenses if they believe advantages like reduced pollution, improved environmental management, or new contracts will not be sufficient to cover them. Managers may be sceptical of the stated advantages of sustainability measures due to a lack of familiarity with these initiatives and an absence of relevant data (Martín-Peña, Díaz-Garrido and Sánchez-López, 2014).

When decision-makers prioritize financial cost-benefit analysis above other factors, environmental responsiveness decreases in businesses (Ramirez, Gonzalez and Moreira, 2014). Managers will be less motivated to implement environmentally sustainable practices if they are required to calculate the financial benefits of doing so. The monetary cost of environmental policies stands out more clearly to managers than the intangible advantages of sustainability when comparing the two. A positive connection with stakeholders, a more positive image for the business, or both are indicators of a successful sustainability strategy. This means that managers may be dissuaded from investing in environmental responsibility if the expense of collecting this extra knowledge on the advantages of environmental measures is high (Papagiannakis and Lioukas, 2012).

Environmentally friendly techniques suffer from a lack of supplier credibility, ingenuity, and implementation. The designing phase of a product is when its environmental friendliness is established since this is where its lifespan, capacity, and capability are established. Therefore, the adoption of environmentally friendly solutions is hampered by a lack of innovation on the part of suppliers, little product life variety, limited manufacturing capacity, and poor dependability. Further, reliability is a crucial factor for both wholesalers and retailers. Since trust is the cornerstone of every successful business connection, a supplier's dependability and trustworthiness are crucial in fostering lasting relationships with their clientele (Ramirez, Gonzalez and Moreira, 2014).

Another problem is the company's weak organizational structure, which does not have a designated department or team to handle environmental concerns and sustainable projects (Martín-Peña, Díaz-Garrido and Sánchez-López, 2014). Some of the obstacles to implementing environmental sustainability as a core strategy include a poorly conceived organizational structure and a dearth of accountable employees. The authors also noted that a lack of a responsible body impedes internal and external communication obligations to all levels of the business and hinders the flow of information about environmental sustainability concerns. The adoption of environmentally sustainable measures is

adversely correlated with an organization's culture that is resistant to change and where executives and workers are resistant to altering their own views. Adopting environmentally friendly products and services as often as possible will always have an impact on a company's ability to adapt. Since there is no way to give ecologically sustainable education and training to the store's members, it's possible that neither the workers nor the employers will feel obligated to protect the environment. People are not motivated to consider green practices in the workplace because they lack the information, training, and certifications necessary for doing so. The outlook and beliefs of managers are crucial to the widespread adoption of green practices, and they may significantly impact the pace and scope with which environmental sustainability is implemented. The deployment of green management systems might be hampered by managers' unfavorable attitudes and perceptions about sustainability. Personal beliefs, subjective standards, self-efficacy, monetary cost-benefit analysis, and environmental legislation are only a few of the aspects that managers take into account when deciding how to implement corporate environmental duties (Ramirez, Gonzalez and Moreira, 2014).

Managers' environmental views have a direct impact on how environmentally sensitive their companies are (Papagiannakis and Lioukas, 2012). Managers who take environmental protection seriously are more likely to include environmental factors in their retail establishment's policies and procedures. Environmental concerns will get greater attention, which may lead to a shift in attitude and behavior among lower-level employees in favor of more environmentally friendly methods. A good reaction from the company is expected if the surrounding culture and management share similar beliefs. It is possible to establish corporate environmental responsibility in this way, shaping the extent to which the commercial sector responds to environmental concerns. Managers' values indirectly affect the degree to which corporations are environmentally sensitive since they help managers choose which sustainability initiatives to pursue. Managers often make changes to employee behaviour to reflect their own personal ideals. However, managers' actions have a secondary impact on environmental behaviour because they shape environmental attitudes (Papagiannakis and Lioukas, 2012). To put it another way, management's reluctance to embrace green practices stems from their preference for the tried-and-true methods of doing business and their need to guard against the unknown dangers that may accompany innovation. Furthermore, they noted that resource restrictions play a major role in the presence of technology as well as knowledge and information-related obstacles (Ramirez, Gonzalez and Moreira, 2014).

The state of the economy may operate as both an incentive and a deterrent to the spread of environmentally friendly company procedures. However, making financial incentives by cutting costs a necessary but not sufficient condition for some to embrace green practices. Given the

unpredictability of payback times, it is easy to see why the implementation of green innovation might be costly. Businesses are stymied in their efforts to become green because they get little to no encouragement from outside sources, including governments, supply chain partners, and consumers (Kumar et al., 2019). Environmental tax breaks and low-interest loans were among the legislative recommendations made in some reports. As a consequence of using different approaches, focusing on different regions, and asking different questions, previous research on the adoption of green business practices has shown conflicting findings (Purwandani and Michaud, 2021).

3 RESEARCH METHODOLOGY

The research design is the blueprint for the whole study. It is a strategy for gathering and analysing information that will help researchers meet their goals (Sekaran and Bougie, 2010). One might choose from a variety of study methods. There are many different sorts of research designs, including exploratory, descriptive, causal, hypothesis testing, and case study analysis. The level of research done on a subject (the amount of existing information), the nature of the research question, and the practicality of the study all have a role in shaping these variables. When there is little to no prior understanding of a subject, researchers often turn to an exploratory research strategy (Hair, Money, Page and Samouel, 2007). An exploratory research strategy yields unexpected findings. When compared to exploratory research, the descriptive design provides more specifics. It may be used in situations when precision is essential, and where a detailed description of the relevant variables is necessary. That's when you'll want to study the ins and outs of your company so you can communicate them to others. In situations when it's important to determine whether or not one variable may be used to predict the behaviour of another, causal studies can be very useful (Sekaran and Bougie, 2010). In order to determine the correlation, dependency, and causation between various factors, hypothesis testing is essential (Sekaran and Bougie, 2010). When further in-depth examination of an institution is required, the case study analysis becomes invaluable. The purpose of this study's methodology is not to evaluate the facts as they have been formally understood but rather to investigate the research's topic. Fewer researchers adhere to a critical research mindset. It takes for granted that human beings have always been the ones to traditionally create, generate, and perpetuate social reality (Myers, 2011).

3.1 Research design

In this work, the author adopted an exploratory research strategy. Exploratory research was used since so little was known about the issue and a great deal of reading material was needed to provide a solid foundation upon which to build for answering the study's concerns. If you're looking for more information on a topic for school, an exploratory design could be the way to go. The advantages of green practices in business, as well as the challenges to their adoption and strategies for overcoming them, were also examined. It provided the necessary scholarly background for the investigation. This study was able to provide a comprehensive grasp of the issue under investigation since it was conducted utilizing an exploratory research approach.

3.2 Research approach

There are two broad categories of research: qualitative and quantitative, defined by the methods of data gathering, presentation, and analysis, respectively (LoBiondo-Wood and Haber, 2017). To better understand how people think and behave, qualitative researchers conduct in-depth interviews, focus groups, and other forms of in-person data collection and analysis. Qualitative data may be gathered in a variety of ways, including via interviews, focus groups, observation, questionnaires, textual and archival sources, and the impressions and reactions of the researchers themselves (LoBiondo-Wood and Haber, 2017). Different kinds of qualitative studies include case studies, action research, ethnographies, and ground theory. Conducting an in-depth study with a small sample size is an advantage of qualitative research. It aids the researcher in thinking about the data source during the interview and provides more freedom in terms of tailoring the sample size to the needs of the study.

Natural scientists were the first to use quantitative research techniques in order to better understand the world around them (LoBiondo-Wood and Haber, 2017). Statistics and numerical interpretations of data from surveys and in-depth interviews form the backbone of the social sciences (Dawson, 2009). Quantitative studies include polls and experiments in labs as well as simulations, mathematical models, structural equation models, statistics, and econometrics. As a researcher, you'll profit from bigger sample numbers since you can more easily contact participants through the internet, mail, and other channels. However, quantitative research might be restrictive for those who need to delve deeply into a topic. The primary drawbacks are that it does not take into account the social and cultural components of organizations, that there are data gaps during studies, that is time-consuming and labour-intensive to gather the data, and that individuals have little say in the direction in which the data is collected.

In this research, the quantitative research method is used by preparing a set of a questions related to the green business. Based on the sort of research methodology chosen for the study, a data-gathering technique can be chosen. The most prevalent forms of data gathering in qualitative research are in-depth conversations, subject observation, and travel (Myers, 2011). Primary data sources (first-hand information) include techniques such as these, in which information is gathered through direct interaction with the target group. The study is strengthened by the inclusion of primary material. However, the work and resources put into it are not cheap. Secondary data are gathered from previously acquired sources, such as books, journals, newspapers, business documents and files, government publications, and websites. While gathering secondary data helps researchers save time and money, it may prevent them from discovering fresh, relevant information.

Primary data-gathering techniques can vary. Interviews (in-person and over the phone), focus groups, surveys (in-person and electronic), and observational studies are all popular methods. In-person interactions are what we mean when we talk about "face-to-face interviewing." When the interviewees are in various locations, telephone interviews are conducted. Telephonic conversations benefit from the use of structured inquiries because they facilitate the collection of concise answers. But it's pricey, it's hard to read people's body language, and it's quickly disrupted by network issues. Face-to-face conversations give the researcher the opportunity to talk with the subject, pick up on nonverbal cues, and get a better grasp of abstract concepts. The researcher must have a thorough familiarity with the area of study before employing this method, which is why it is most often used in experimental studies. However, if you need a big sample size, it can get pricey, and it could even be biased (Bougie, 2016).

There are numerous approaches to crafting interview inquiries. They may be fully or partially organized, or even loosely formed. The level of freedom with which the reporter explores information is what sets them apart. The organized interview technique is not ideal for gathering comprehensive or nuanced data because the researcher is limited to asking only the predetermined set of questions. Unstructured queries allow for more improvisation than their more rigidly organized counterparts. By allowing respondents to elaborate on their answers, researchers can glean more nuanced insights from unstructured queries. In a qualitative study, the semi-structured interview is the most prevalent method because of its middle ground. The scholar is not constrained to ask questions in any particular order, and both open-ended and closed inquiries are included (Hair, 2008).

Distributing surveys face-to-face, via mail, or via electronic mail is another viable option for gathering information. When a researcher hands out surveys to interviewees in person, the method is called "personally administered." It allows the researcher to introduce the queries in a friendly manner and clarify any that the participants don't understand. When everyone involved is within reasonable driving distance, this strategy is used. It is possible to get a perfect answer rate when using individually given surveys. In the instance of snail mail and electronic mail, the surveys are delivered to the respondents' physical mailing locations and electronic mail accounts, respectively. Both are suitable when individuals are geographically dispersed and individual contact is impractical. Emails can be sent quickly across boundaries, monitored easily, and inexpensive. Careful selection is required, though, because some respondents may lack the technical know-how or access to the internet to finish online surveys. When compared to other methods of data gathering, the answer rate to surveys sent via mail is smaller (Bougie, 2016).

One can also gather information through simple observation. It's the art of gleaning information from an encounter by using only your eyes. Because of its usefulness in gathering detailed information about subjects, observation studies are frequently used in the field of behavioural science. Research like this is most useful in controlled settings like laboratories, conferences, and workplaces. Mixed data gathering refers to the practice of collecting information from a variety of sources rather than just one. This strategy makes use of both qualitative and quantitative approaches to data gathering. Methods such as questionnaires, interviews, and direct monitoring may be employed. This helps the scholar to use a variety of techniques to investigate relevant material. Data gathered from the same people but in various ways can be checked for accuracy and the veracity of the final results is boosted as a result (Bougie, 2016).

In this thesis, quantitative research methods were used to conduct a survey. In order to conduct a survey, a set of questions was developed and made available for online submission. The survey's primary audience is comprised of business students and start-up founders. The questions were designed to elucidate the state of green business, the factors drawing people to it, and the significance of the field as a whole. Writing and planning a company around a green business model may benefit greatly from this study. Twenty-five students and young business owners were surveyed online for this study. Microsoft Excel was used to compile, evaluate, and interpret the survey's data and information. This interpreted data is then used to create statistical data and various charts and graphs.

3.3 Data collection and analysis

The results of a study can be said to be reliable if they can be relied upon to be the same when the same methods are used multiple times. Evidence of trustworthiness is data that has been gathered meticulously, using appropriate methods, and critically analysed. In a qualitative study, there are three kinds of dependability described by Golafshani (Golafshani, 2015). They are how reliable a number is when obtained repeatedly. The similarity of readings obtained at the same time as well as the consistency of reading across time.

Consistency, correctness, precision, stability, equality, uniformity, and similarity are all topics related to reliability. Understanding dependability is greatly facilitated by the use of reliability testing procedures, which can evaluate the steady state and uniformity of the study (Mohamad et al., 2015).

However, veracity will guarantee that the study is accurate and trustworthy. Research methods are considered valid if their separate ratings add up to significant results about the community being researched. Examining a study's validity can tell you whether or not it accurately represents the world in which it was conducted. If the research is conducted in accordance with generally recognized standards of scientific methodology, it will be considered academically legitimate. The study's credibility hinges on the researcher's skill in supervising the systems employed in data gathering and analysis. In order to collect information that can be trusted, validated, and put to good use, it is crucial to ask the right inquiries of the right source at the right moment (Mohamad et al., 2015).

Reliability, as defined by the scholarly literature, is the likelihood that the same or comparable results will be found when the same study methods and sample size are employed at a later date. For instance, if another researcher were to use the same methods (e.g., exploratory and case study design, non-probability purposive sampling, face-to-face interviews, and personally administered questionnaires, and the analysis methods, content, and SPSS, respectively) in a different time, they would likely find results that are consistent with or very similar to those of the current study (Freedman, 1987).

The quality of the study is determined by how well the data was collected and analyzed. This study's reliability and validity are based on internal and exterior validity, respectively. Measuring the theory elements of study is what we mean when we talk about construct validity. reveals the theory's framework and central ideas. Relationships between research factors are what constitute internal validity. It demonstrates how changes in dependent factors result in shifts in independent ones. The issue of It external validity is whether or not the results can be applied to a larger group. That's how reliably the results of the selection apply to the full community or to some other set of circumstances. In order to ensure the reliability of this study's findings, a recording device was used during conversations (Reddy & Naude, 2019).

Minimizing or averting mistakes and prejudices on the part of the interviewees or the researcher is another way to ensure the dependability of the qualitative portion of the research. When the reliability of the responses they provide is compromised for any reason, respondents make mistakes. When researchers analyse the data, they gather (the documented data) in a biased way, they have a prejudice. The reliability of qualitative information can only be ensured through careful planning of data gathering, sampling, and analysis. According to the writers (Reddy & Naude, 2019), a qualitative study can be trusted more if the researcher takes the time to carefully plan and choose appropriate methods. Using techniques like open and semi-structured or unstructured survey data gathering, purposeful sampling,

and content analysis, the researcher in this study guaranteed the reliability of the data. In addition, Guba's dependability model and other associated factors are used to evaluate the reliability of qualitative studies. Some examples are trustworthiness, verifiability, validity, transferability, and confirmation. When discussing the veracity and reliability of study results, we talk about credibility. It is further evidence of the excellence of the study methodology. It fits the criteria of credibility within itself. For evidence to be reliable, it must remain constant over time and conditions. It is a lot like trustworthiness. The capacity to transfer study results to other settings, groups, and events is emphasized. Providing sufficient proof of the results ensures that qualitative research can be applied to other contexts. Having study results that are accurate, relevant, meaningful, and comparable when examined by various separate individuals is a hallmark of conformability. This relates to the neutrality of the research. The degree to which study results can be independently confirmed is indicative of their independence from the researcher's intentions and prejudice. When talking about research, authenticity refers to how honest and thorough the study was (Reddy & Naude, 2019).

Since data quality is favourably correlated with ethical issues, the researcher made sure to get the subjects' consent and get in touch with them in order to guarantee the study's data quality. Interview and survey topics were field-tested by participants matching the demographics of the target audience to ensure clarity. First, the researcher made sure the interviewees understood the issue so that their answers were appropriate. Responses were captured using high-quality audio equipment, and highlights were taken down during the conversations (Morrow, 2005). The scholar took notes after each conversation to summarize the responses. The scholar copied the conversation that was taped. The process was carried out with the aid of "clear hearing" headphones, a gadget with reverse, stop, and play functions.

How and what is analysed from quantifiable data determines its veracity and trustworthiness. Before beginning to gather data, the researcher made sure there were no questions or confusion about the subject. The program meticulously arranged and analysed the data, and the queries directly related to the research's goals. The information is laid out in charts and figures.

During data interpretation, the author consulted relevant books to ensure the study's relevance and dependability. The reliability of the study is intricately intertwined with moral concerns (Freedman, 1987). Therefore, the researcher took great care to act ethically, collect appropriate data, and properly analyse it so that the results would be credible and valid.

4 FINDINGS

Questions on respondents' demographic and social characteristics, such as gender, age, and length of service to the organization and business sector, were included in the survey. Creating a profile of the respondents can help shed light on the subject at hand and lead to more effective solutions.

Gender:
25 responses

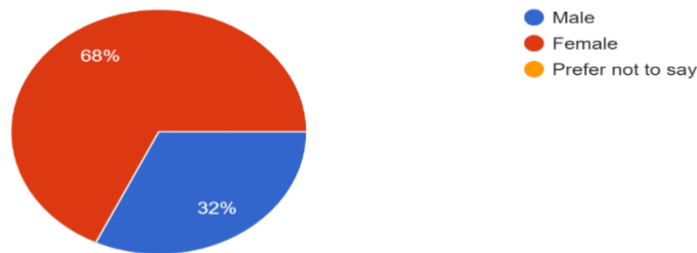


FIGURE 1. Gender of respondents.

The above pie chart in figure 1 demonstrates the gender of respondents. Out of 25 respondents, 17 (68%) respondents are female, 8 (32%) respondents are male.

2. How long have you been with the organization?
25 responses

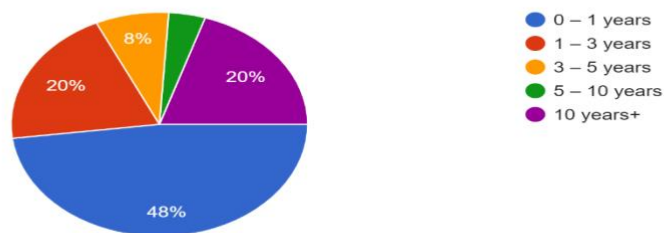


FIGURE 2. Period for which respondents are connected with organisation.

The above pie chart in figure 2 demonstrates the period respondents have been connected with the organization. 5 (20%) respondents have been working with the organization for more than 10 years, 1 (4%) respondent has been working for 5-10 years, 2 (8%) respondents have been working for 3-5 years,

5 (20%) respondents have been working for 1-3 years and 12 (48%) respondents has been working for 0-1 year.

3. Please identify your business sector:

25 responses

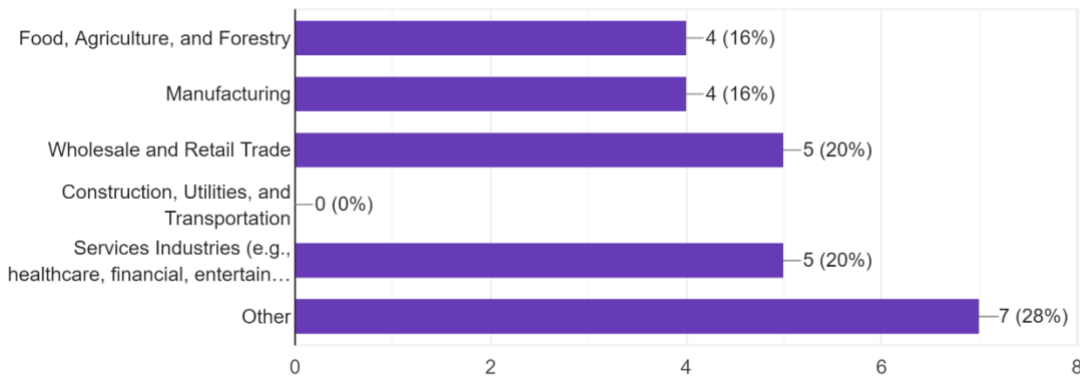


FIGURE 3. Different business sector.

The above chart in figure 3 illustrates the business sector of the 25 respondents.

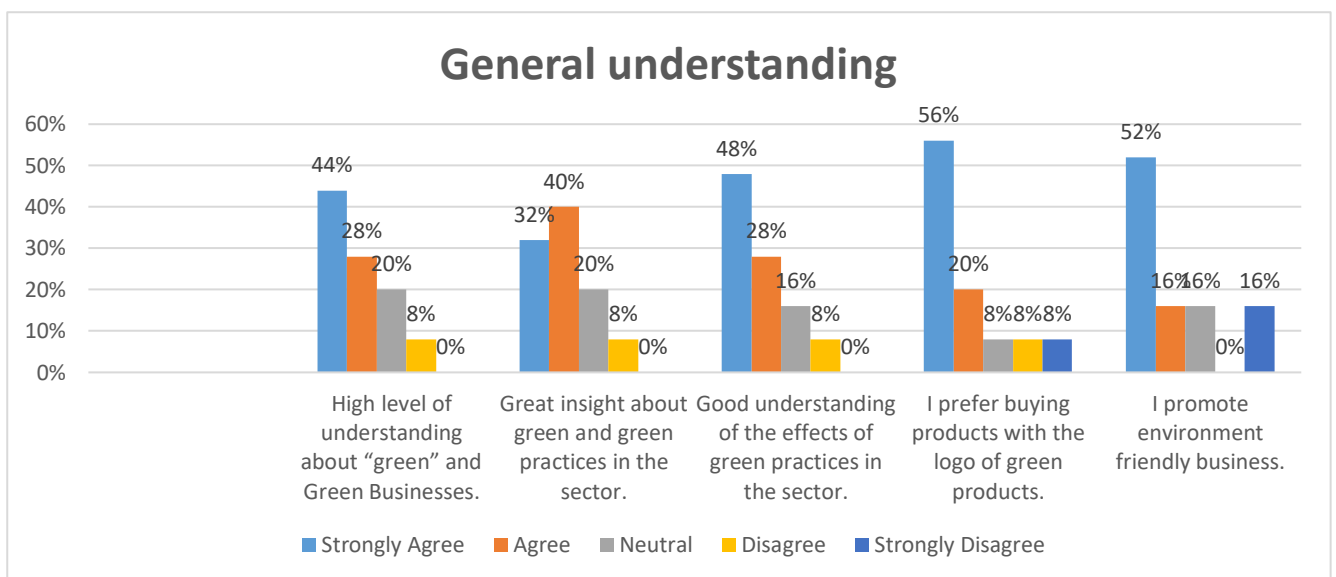


FIGURE 4. General understanding.

The above chart in figure 4 shows the response percentages of the questions from the general understanding section. The highest percentage with 44% of respondents strongly agrees that they have a high level of understanding about "green" and Green Businesses. The highest 40% of respondents agree that they have great insight into green and green practices in the sector. The highest 48% of

respondents strongly agree that they have a good understanding of the effects of green practices in the sector. The highest 56% of respondents strongly agree that they prefer buying products with the logo of green products. The highest 52% of respondents strongly agree that they promote friendly business.

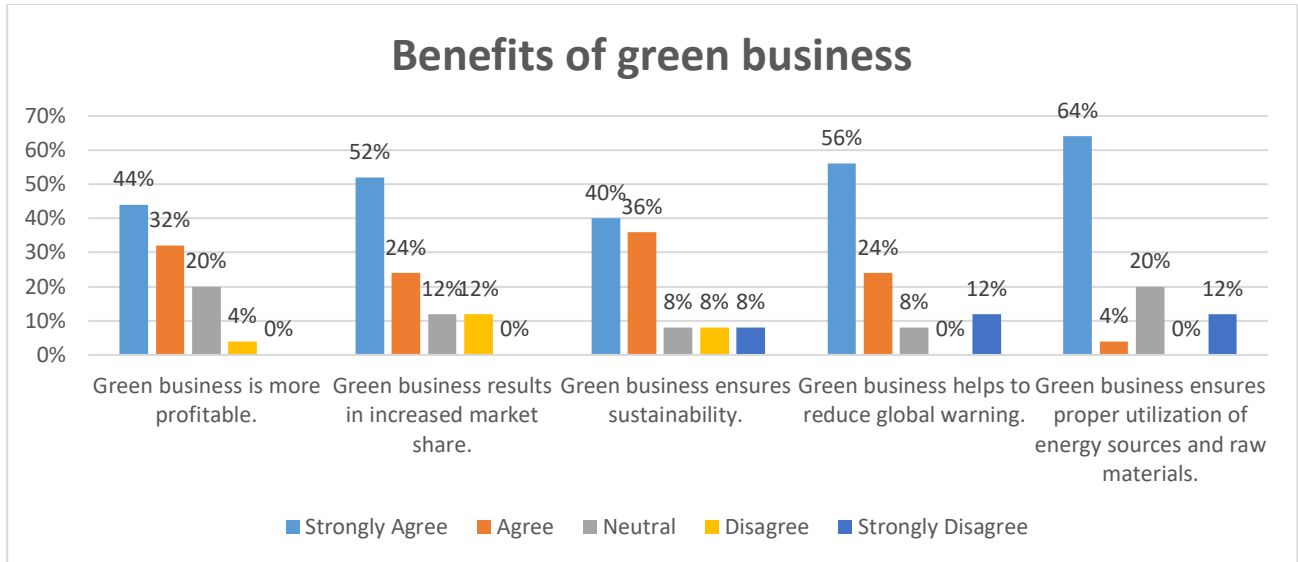


FIGURE 5. Benefits of green business

The above chart in figure 5 shows the responses to each question about the benefit of the green business section.

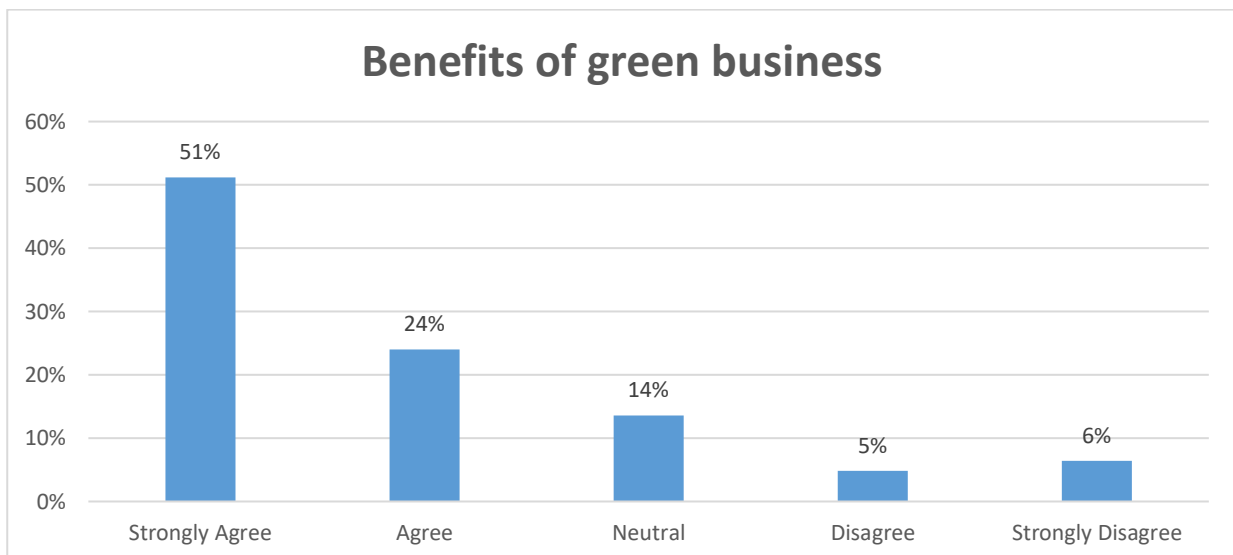


FIGURE 6. Results of benefits of green business

The above chart in figure 6 demonstrates the average responses to all the questions in the benefit of the green business section. 51% of respondents strongly agree, 24% agree, 14% are neutral, 5% disagree, and 6% strongly disagree with the benefits of green business.

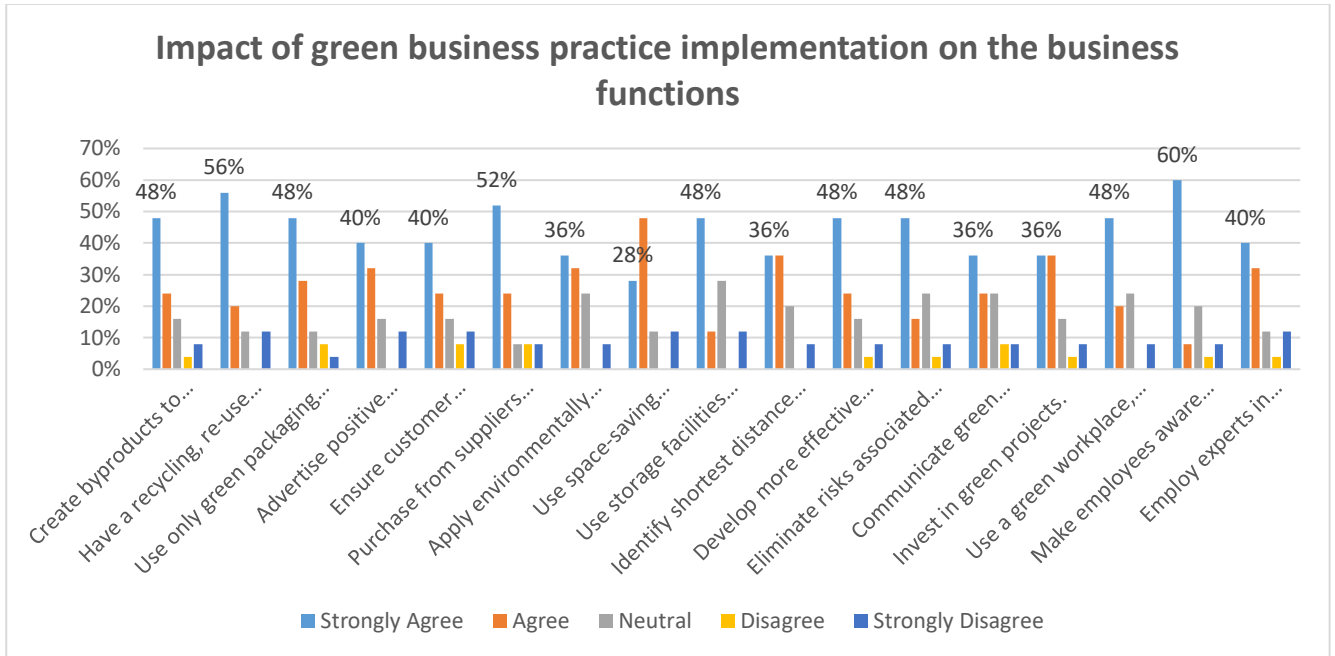


FIGURE 7. Impact of green business practice implementation on business functions.

The above chart in figure 7 shows the reaction of respondents to each question on the impact of green business practice implementation on business functions.

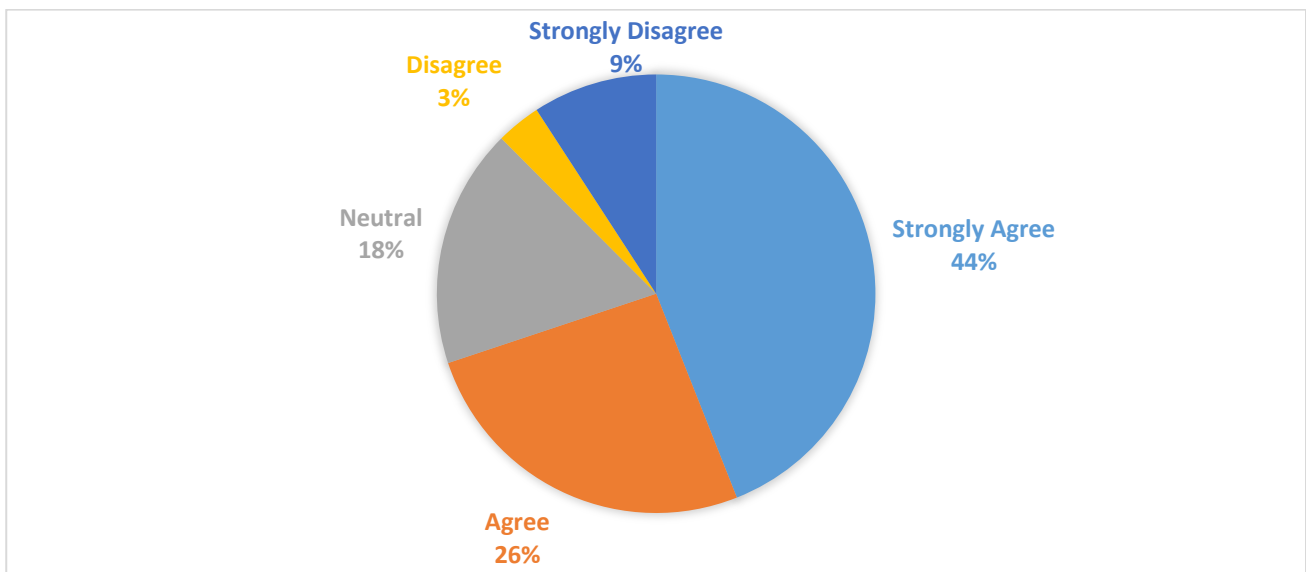


FIGURE 8. Result of average responses on the impact of green practices on business functions.

The above chart in figure 8 shows the overall average responses on the impact of green practices on business functions.

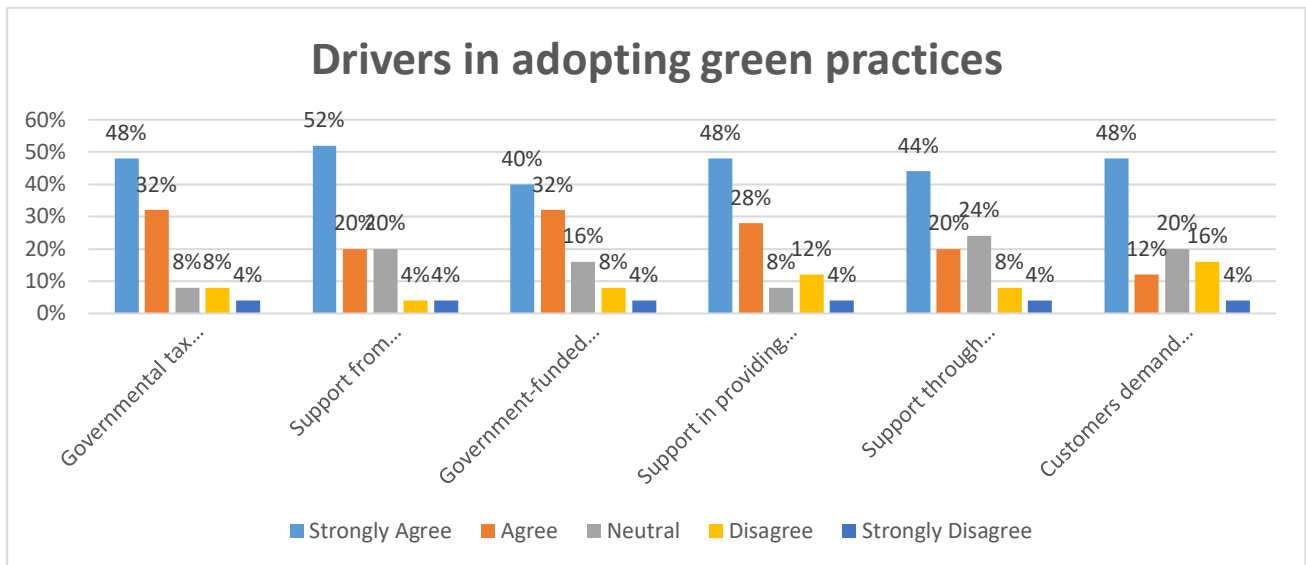


FIGURE 9. Drivers in adopting green practices.

The above chart in figure 9 shows the reaction of respondents to each question of drivers in adopting green practices section.

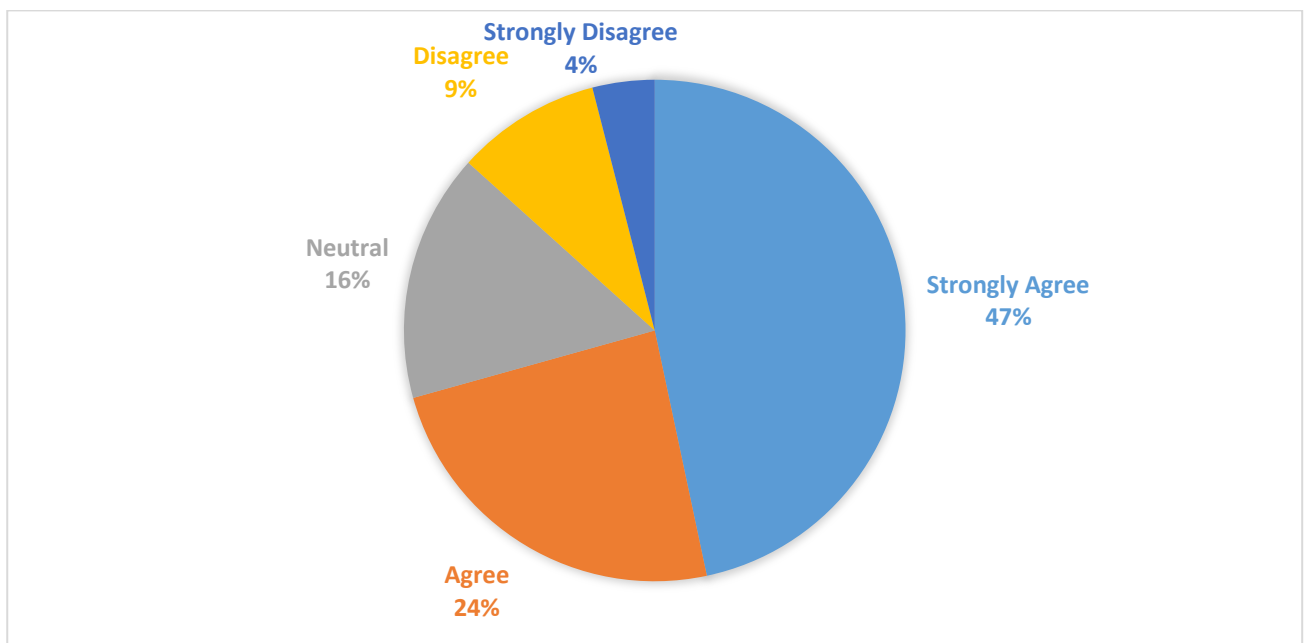


FIGURE 10. Average responses about drivers in adopting green practices.

The above chart in figure 10 shows the overall average responses about the drivers in adopting green practices.

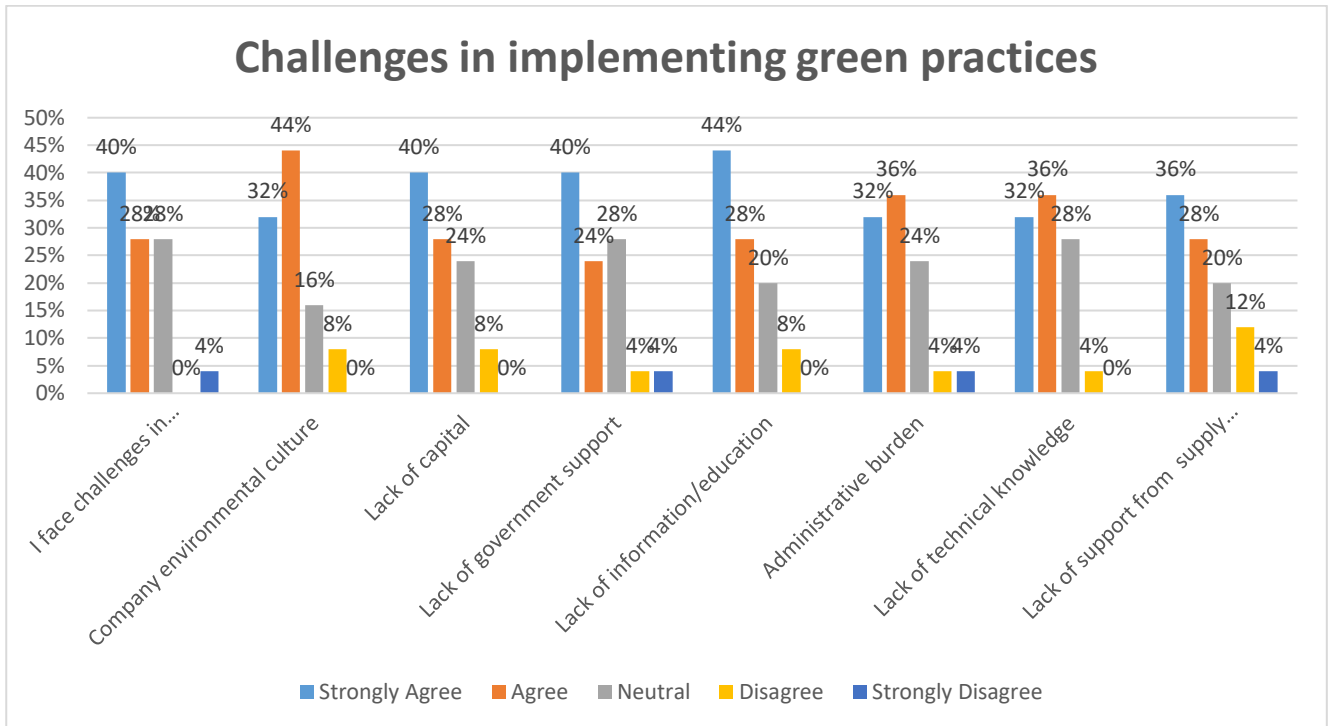


FIGURE 11. Challenges in implementing green practices.

The above chart in figure 11 shows the reaction of respondents to each element of challenge in implementing green practices.

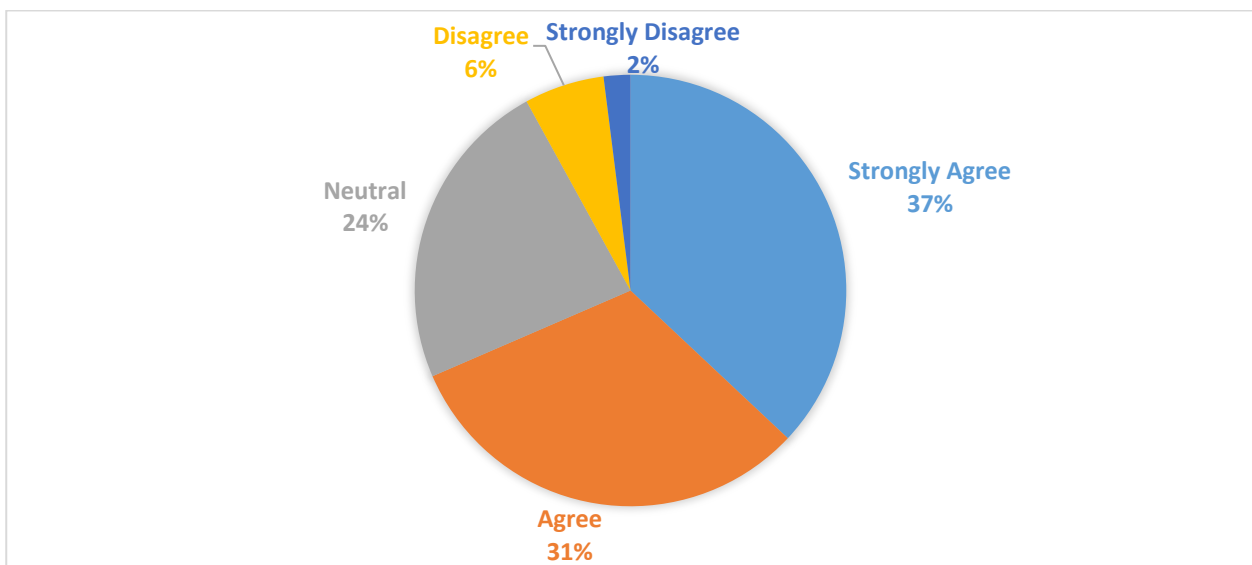


FIGURE 12. Average responses to the challenges in adopting green businesses.

The above chart in figure 12 the overall average responses to the challenges in adopting green businesses.

5 DISCUSSION AND CONCLUSION

The primary objective of the research was to define "green business" and to examine its effects on business practices. Additionally, the advantages and risks of green enterprises are discussed in the research. Another goal of this analysis is to identify the factors that are most likely to encourage the adoption of green business practices. The information was gathered via a survey and evaluated using Microsoft Excel software to meet the goals and respond to all the research questions.

According to a chart analysis of the data gathered under the heading "General Understanding," the majority of respondents (56%) prefer to purchase goods with the "green products" logo. We may thus conclude that items with the emblem of green goods are more appealing to consumers. Analysis of the data shows that the majority of respondents (64%) feel that being green is good for the company since it helps them make better use of resources and raw materials. Analysis of the potential effects of implementing green company practices reveals that the majority of respondents (60%) hold the view that green businesses raise employee consciousness about the need of reducing pollution via education and training. The second biggest percentage of responders (56%) thinks that recycling, reusing, and trash policies will be implemented if businesses adopt green practices. The data analysis shows that community support is the main driver of the adoption of green business practices. More than half of those surveyed (52%) strongly felt that community support encourages the company to engage in environmentally responsible practices. 48% of the respondents said they think tax incentives, assistance in educating personnel, and consumer demand all play a role in the spread of environmentally friendly practices. Although the advantages of green activities are unavoidable, the company may encounter certain challenges in adopting green practices. The survey showed that 44% of participants agreed that a lack of knowledge and a focus on corporate environmental culture are the biggest obstacles to implementing green business practices.

In recent years, businesses have prioritized socially responsible investment strategies that consider constituents and shareholders equally, rather than prioritizing profit growth at the expense of the environment. Companies have a responsibility to maximize their resources for the greater good of society. Companies are taking action that will help both themselves and the planet. There are, however, obligations on the part of the government and policymakers as well.

To most people, the phrase "renewable energy" conjures up images of vast fields of solar cells or soaring wind turbines. Using renewable energy sources like solar and the breeze is becoming increasingly prevalent. This is because power produced by these "clean" energy sources does not contribute to atmospheric pollution. One major drawback of solar and wind electricity is that it is not always accessible. Only during the day does the light appear. The wind blows occasionally. Only in a handful of locations does wind blow reliably enough to produce energy around the clock. Although it may appear simple, energy storage has proven to be quite difficult. If there is an ocean, waves will hit the coast at all hours of the day and night. That's why they're perfect for continuous power production. Researchers are currently trying to quantify the potential power of ocean swells. The construction industry is responsible for 39% of America's total CO₂ pollution. Carbon dioxide (CO₂) is an atmospheric element that significantly impacts worldwide climate change for the worse. A building's carbon impact is the total quantity of carbon dioxide (CO₂) it causes during its lifetime. It is becoming increasingly essential in building construction to manage and reduce carbon emissions as part of a low-carbon plan, which has intrinsic cost advantages and income possibilities. Because the tools to significantly reduce energy consumption and carbon dioxide pollution are already available, green construction is one of the most effective methods for mitigating climate change. Reducing a building's carbon impact has many benefits, including lower operating costs, higher staff happiness and productivity, higher property values, and higher LEED ratings. As a result, structures can become greener, more lucrative, and safer for their occupants.

The interaction between companies and their environments is mutually beneficial. Products and services supplied by ecosystems are essential to businesses. A threat to the company is posed by the global change that disrupts the supply of these essential materials. However, businesses have an effect on the environment through their use of resources, contamination, garbage creation. Companies risk having their reputations damaged by their actions that harm the ecosystem. Biodiversity poses risks, but it also presents opportunities. Some businesses encourage other progressive businesses to establish concrete corporate biodiversity objectives, which have been shown to improve environmental and enterprise risk management. Concrete is a substance that essentially keeps our communities together. This omnipresent grey material's significance to contemporary urban living is obvious, as it is used to construct everything from houses and apartments to bridges, viaducts, and walkways. But it also has a dark side: every year, masses of carbon gas are released into the atmosphere from the industrial manufacturing of concrete products. However, that's not how things have to be. Bamboo, mycelium, repurposed polymers, grass crate etc. are examples of green construction materials that can be used as substitutes for concrete due to their reduced environmental effect (Islam MZ, Sarker ME, Rahman MM, et al., 2022).

Organic food is becoming more and more mainstream, as evidenced by current trends. The word "organic", once reserved for niche products, has entered the mainstream, and shoppers are becoming increasingly knowledgeable about the benefits of buying organic. There are significant environmental advantages to growing organic food as opposed to regular food. Protecting the ecosystem is only one benefit of organic farming methods; they can also be used to mitigate some of the environmental problems that exist today. Restaurants that opt to use organic produce often find that their customers are ready to spend a premium for the experience of eating more sustainably. Consumers who value buying organic food are willing to make sacrifices elsewhere. The greatest interest rate on bank loans is making it difficult for entrepreneurs in to start up green businesses. Interest rates on bank loans need to be lowered immediately in order to encourage the development of eco-friendly manufacturing facilities. Implementing environmentally friendly policies comes at a high expense. The establishment of export-oriented green companies that can successfully support middle and small businesses may be aided by a government initiative allowing for the duty-free purchase of a wide variety of tools and equipment. Green sector startups might also benefit from tax relief measures. The creation of an eco-industrial park would be aided by the government's provision of property and essential services through economic zones or eco-friendly industrial zone. It is time to launch a green funding strategy that is both efficient and successful. For the green economy to thrive on a national scale, uniform policies outlining the industry's best practices are required.

Green business is such a big idea that it is difficult to cover in a thesis of a specific length. However, despite the vastness of the idea, its significance is far greater. A company's success and profitability are guaranteed for every enterprise that adopts a green business policy. This study has provided the author with information about green business, green product innovation, and the market potential for green products. Furthermore, it is evident from the study and comparing it to other sources of information that the majority of businesses that emphasize green policies are getting a lot of support and reaping big financial rewards. Going green, preserving greenery, and maintaining a clean atmosphere is, thus, highly prudent course of action to take in this situation.

Global marketing firms are hunting for market entry opportunities. Green business is a relatively new notion, therefore if a company can change itself to be environmentally friendly, it may utilize this as a market penetration strategy. The survey results presented in the thesis further demonstrate that a green firm has a clear advantage over a traditional one. Consumers' newfound interest in protecting the planet is largely due to the work of environmental activists. Also, there will be no financial crisis, since the number of corporations that fund green businesses is growing.

The study conducted for the thesis assisted in analysing the significance and future potential of green business on the market. The questionnaire style of the research also enabled us to get extra details about the green companies as well as perspectives on how to improve them. There was a wide range of responses to the survey. However, it seems that towards the conclusion of the survey, many respondents had a good understanding of the green business and were more aware of green goods.

In conclusion, it can be claimed that new business owners starting up manufacturing firms should implement a green product strategy in order to keep their businesses profitable and viable in the eyes of consumers. Using renewable energy sources to conduct business is always lucrative and contributes to the acquisition of green money. In order to protect the planet, it's important to promote the manufacturing of recycled and environmentally friendly goods.

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APPENDIX 1 QUESTIONNAIRE

Survey Questionnaire

Dear Participant:

I am an MBA student of the Centria University Of Applied Sciences doing a survey for the partial fulfilment of my research project on “Green Business”. Your response will be highly appreciated for this study. This information will be used only for research purposes and will not be disclosed elsewhere. Thank you for your cooperation in advance.

Date: _____

Gender: Male

Female

1. Age

- a. Between 21 and 25
- b. Between 26 and 30
- c. Between 31 and 35
- d. Between 36 and 40
- e. Between 41 and 45
- f. Between 46 and 50
- g. Above 51

2. How long have you been with the organization?

- a. 0 – 1 years

- b. 1 – 3 years
- c. 3 – 5 years
- d. 5 – 10 years
- e. 10 years+

3. Please identify your business sector:

- a. Food, Agriculture, and Forestry
- b. Manufacturing
- c. Wholesale and Retail Trade
- d. Construction, Utilities, and Transportation
- e. Services Industries (e.g., healthcare, financial, entertainment, etc.)
- f. Other: _____

4. General understanding

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
High level of understanding about “green” and Green Businesses.					
Great insight about green and green practices in the sector.					
Good understanding of the effects of green practices in the sector.					
I prefer buying products with the logo of green products.					
I promote environment friendly business.					

5. Benefits of green business

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Green business is more profitable.					
Green business results in increased market share.					
Green business ensures sustainability.					
Green business helps to reduce global warming.					
Green business ensures proper utilization of energy sources and raw materials.					

6. Impact of implementing green business practices on business functions

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Create byproducts to eliminate waste and intensifying production processes.					
Have a recycling, re-use and waste policy.					
Use only green packaging for products.					
Advertise positive environmentalism					
Ensure customer awareness of personal health risks if not using green products.					
Purchase from suppliers selling environmentally friendly products					
Apply environmentally preferable criteria in procurement processes.					

Use space-saving warehousing					
Use storage facilities reduce the impact on the environment					
Identify shortest distance between warehouse and customers to save fuel costs					
Develop more effective environmental auditing systems.					
Eliminate risks associated with public lawsuits by implementing green strategies.					
Communicate green business strategies to staff for effective goal attainment.					
Invest in green projects.					
Use a green workplace, corporate culture and reward systems to motivate or encourage green activities.					
Make employees aware of pollution reduction using education and training					
Employ experts in environmental development to implement environmentally friendly management systems and policies					

7 Drivers of green practices adoption

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Governmental tax reduction					
Support from community (e.g., community values green business)					
Government-funded program(s) to provide financial and/or technical assistance					
Support in providing training for employees					
Support through seminars and workshops					
Customers demand on green products					

8 Difficulties in implementing green practices

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I face challenges in implementing green practices.					
Company environmental culture					
Lack of capital					
Lack of government support					
Lack of information/education					
Administrative burden					
Lack of technical knowledge					
Lack of support from supply chain or other strategic partners					