

Impact of Green In-Store & Green Supply Chain Processes on the Performance of Large Retailers in Pakistan

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Abstract

This study aimed to explore the relationship of green in-store activities and green supply chain processes with the economic performance of large retailers in Pakistan. It used a quantitative research approach using co-relational research design. The variables under the domain of Green In-Store processes included the Energy Management (EM), Waste Management (WM), and Green Consumption (GM) while the variables under the domain of Green Supply Chain processes included the Green Purchasing (GP), Green Logistics (GL), and Cooperation with Suppliers (CS). On the other hand, the performance of the large retailers in Pakistan was measured via two variables including Environmental Performance (ENP) and Economic Performance (EP). The results show that that Energy Management, Waste Management and Green Consumption are positively related to Green Supply chain practices like Green Purchasing, Green Logistics and Cooperation with Suppliers. It recommends that organizations, particularly large retailers in Pakistan should focus on environmental problems by executing supplier related green processes such as evaluating suppliers' performance on greening, perform environmental audits, offer feedback to suppliers about these audits with training..

Keywords: *Economic performance, Green Consumption, Green Logistics, Green purchasing*

JEL Classification: *M21, M31*

INTRODUCTION

The supply chain management (SCM) has become vulnerable in the last few years and thus it requires strategic alignment as well as integration and coordination of processes associated with the end-to-end business chain to fulfil the demand of Supply Chain (SC) customers (Green Jr, Zelbst, Meacham, & Bhadauria, 2012). According to Zelbst, Green Jr, Abshire, and Sower, (2010), the business processes that need to be integrated and coordinated include manufacturing, marketing, purchasing, and logistics. On the other hand, the strategic imperative to be aligned is responsiveness, efficiency, quality, green practices, customer focus, and environmental sustainability programs (Green Jr, Zelbst, Meacham, & Bhadauria, 2012). In recent, green supply chain has been

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becoming one of a strong tool to get competitive advantage in the retail industry, which is visible via the more focus of companies, particularly large retailers in Pakistan, on the implementation of green in-store and green supply chain practices in their end-to-end business processes (Abbasi, 2012). This is particularly because the large retailers in Pakistan are in pursuit of reducing the customer, government, and competitor pressures. Furthermore, it is also considered as more beneficial for a better reputation in terms of reversing logistics, eco-labelling, green marketing, and green advertising.

Chu, Yang, Lee, and Park, (2017) point out, "GSCM can be perceived as a set of managerial practices that combines environmental issues with supply chain management in order to guarantee environmental compliance and promote the environmental capability of the entire supply chain" (p. 3). From this perspective, it is right to state that companies are encouraged to implement the green practices in their processes due to the customer, government, and competitor pressures in order to respond with in-kind performance enhancement. The implementation of green practices helps the companies to improve environmental performance, create a competitive edge and enhance economic performance (Rao & Holt, 2005). In Pakistan, according to Saeed, Jun, Nubuor, Priyankara, and Jayasuriya (2018), the manufacturing industry has adopted the green management; nevertheless, the retail industry still needs to implement the green supply chain management. This study aims to explore the relationship of green in-store activities and green supply chain processes with the economic performance of large retailers in Pakistan putting the focus on the adoption of green concept and culture in the supply chain department of the retail industry in Pakistan. The green activities include energy management, waste management and green consumption while green supply chain processes are green logistics, green purchase and cooperation with suppliers and the overall performance of large retailers in Pakistan. Following are the objectives of this study:

- To examine the impact of energy management, waste management and green consumption on green purchasing, green logistics and cooperation with suppliers in the large retail industry in Pakistan
- To examine the impact of green purchasing, green logistics and cooperation with suppliers on the environment and economic performance in the large retail industry of Pakistan
- To examine the impact of environmental performance on economic performance in the large retail industry of Pakistan

LITERATURE REVIEW

Swami and Shah (2013) emphasize the need that environmental awareness has to turn out to be demanding importance in daily lifespan and professional method. Reduced the commercial procedure the function struggle to consider in the environment took the green supply chain management (Fahimnia, Sarkis, & Davarzani, 2015). All main afforested projects will request diligently in the entire supply chain part. A cogitate industrialist and a seller's direction question in the vertical supply chain is afforested in the labour investment their regulations. We afforest or the seller by company's owners in this prestige in the manoeuvre, the degree in supply the chain to report some related inquiry for example infliction the scope cooperation in two players, with how synchronization their process (Swami & Shah, 2013). The manufacturer appraisal member is the discount value and the afforested struggle but sells the determination for the retailer, which the estimate and it afforests. We discovered ideal afforested the persistent, hard-working workplace proportion spends the score by the company,

the foreign trader with their green kind share, and the green the relation is equal (Rezaee, Dehghanian, Fahimnia, & Beamon, 2017). Moreover, the income and the infliction complex like relates in the synthesis channel to the dispersible channel situation.

Thongplew, Spaargaren and Koppen (2014) studied that for past few decades, the Thai appliance industry has settled hooked on a solid and trade focused business with laborious policies to enhance the ecological enactment of goods and assembly. Important manufacturers have newly initiated to progress environmentally acceptable approaches aiming the emaciation conduct of customers, emerged over the endowment of green appliances, eco-friendly evidence, and defensible stakes and actions. Nonetheless, a statement concerning green facility in the retail scenery has been originated to be submissive and do not parallel with the alignment of Thai consumers (Teixeira, et al., 2016). Accordingly, it has been initiated to be problematic to authorize and stimulate inhabitant customers to purchase further sustainable appliances. For this condition to alteration, green statement approaches of sponsor's necessity developed additional active by accepting environmental standard to discriminate green appliances from common appliances and by enlightening the environmental literature of conversation in a mode that (re)launches immobile or in the approximate situation of preoccupied consumer belief in green suppliers. Corporate social responsibility (CSR) is a premeditated charter of corporations to inscription sustainable improvement and environmental appropriateness (Thongplew, Spaargaren & Koppen, 2014; Bhardwaj, 2016). Belief is significant in the background of innovative and non-familiar situations such as those stating to procuring sustainable goods from green benefactors. Foremost manufacturers compromise appliances needing mutually rudimentary and higher environmental stuff. Conversely, values of additional ecology appliances, particularly innovative skills, are sophisticated. Information concerning unintended influences in the fabrication and circulation stage of the manufactured goods is typically vague (Chin, Tat, & Sulaiman, 2015).

Empirical Reviews

Petljak, Zulauf, Stulec, Seuring and Wagner, (2018) stated that Supply chain management with having the green concept study is consequently far conquered by training with concentrating on developed industries. This research idea is estimated between the green the connection in depositing including the environment the infrastructure, which arranges and retails in the depositing process by the GSCM environment and the economical actual accomplishments outcome. This research has collected 190 response sample sizes by the Croatian food retailer along from already the survey, which carries out. The well-known union relations use part least squares structure equality mould is tested (PLS-SEM). This research result has demonstrated frontage relation in the retail sales about the environment and economical actual accomplishments food between the green in depositing and GSCM. These associations' significance accumulates from the positive association between GSCM, and food retailer environment displays that to attack directly to the economical actual accomplishments. It is the significant green supply chain practice environment and an economical actual accomplishments application better impact. However, the data was collected from a country and, therefore it in supplies the chain to be supposed to be the absolute appraisal green retail sales practice impact to the environment and the economical actual accomplishments in other which develops and under the developed country. This research provides a broader perspective between the green relations in depositing and GSCM in food retail sales frame. This related significantly to the customer is not discovered

nearly (Laari, Toyli, Solakivi, & Ojala, 2016). Moreover, food retailers' responder in Croatia is special and the ordinary same data from the European country. In brief, the GSCM practice operation promotion divides three valuable constructions to take and supplier's green logistics, the green purchase and the cooperation.

Jitmaneeroj (2016) explains that most firms hardly effort on sustainable development, which comprises ecological, communal, domination, and financial support. The objective of this study is to discover causal dealings sandwiched between pillar performance and overall performance of sustainability by recognizing the utmost grave pillar. This work inspects the causal connection between support scores and sustainability in terms of three-stage integrative policy involving of data mining, cluster study, and partial least square path presentation (Vanalle, Ganga, Godinho Filho, & Lucato, 2017). This case study discovers that individual pillar has unfit possessions on the corporate sustainability as well as the score is pretentious by not solitary the direct consequences from pillar performance but also the ancillary consequences from the underlying interrelations between pillars. Furthermore, the arrangements of common instructions and the utmost perilous pillar are delicate to commerce. Communal performance is the greatest acute pillar for the popular of trades, tracked by economic performance and environmental performance, correspondingly through the authority performance is not a great critical pillar in any business (Ahmed, Khan, Paul, & Kazmi, 2018). To build a roadmap for alteration urgencies, policymakers must track the top-bottom method that contains categorized assessments. Consuming the three-stage approach, the policy developer first agrees on the finest delicate pillar score already picking the most critical class score beneath.

CONCEPTUAL FRAMEWORK

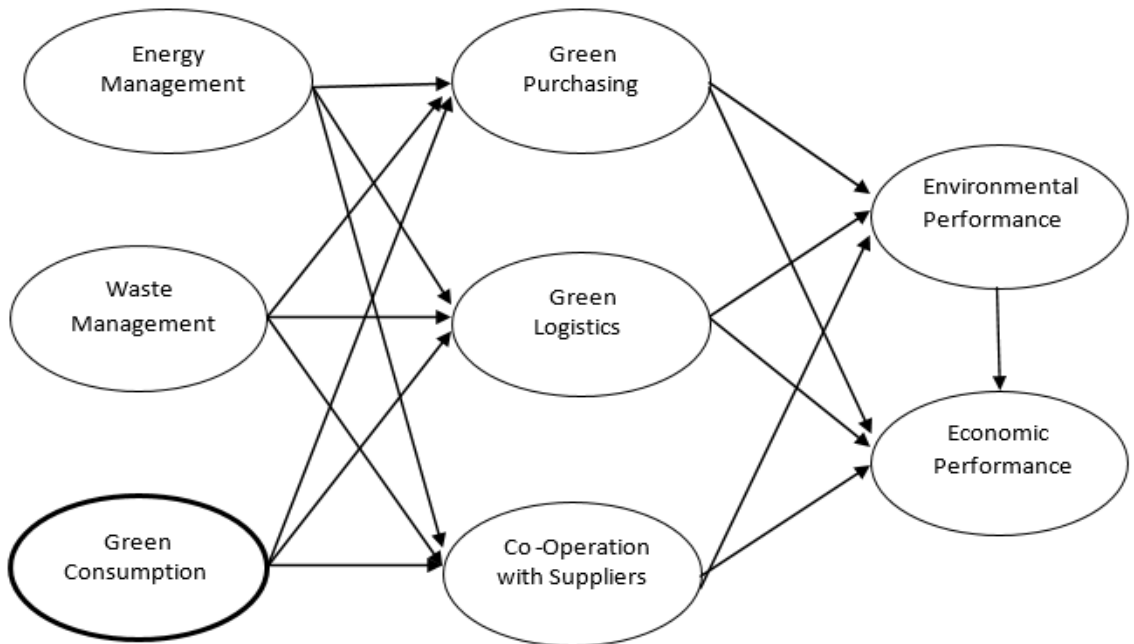


Figure 1. Conceptual Framework

Barney (1991) defined that a firm controlled resources like knowledge, firm attributes, organizational processes, information, capabilities, firm assets and obligation that support to perceive & employ strategies to develop competence & usefulness. Retain a group of resources, improve specific capabilities. Clifford Defee and Fugate (2010) defined capabilities in this way its unique packages of resources subsequent that is a firm integrating, assembling and organizing the resources. Closs and Xu (2000) differentiated competencies among firms reflect variances in resource allocation, company focus, and resource advantage. Capabilities signify the approaches firms hire to affect performance. Bharadwaj (2000) conclude that creating greater capabilities can cause higher performance for a company. The Resource based view (RBV) associates capabilities to performance and resources to capabilities. Barney (1991) concluded that productively operate resources to obtain capabilities have the ability to generate rival advantage subsequent increase performance rather than an association of the resource capability was absent. According to the RBV framework, our study investigates the association between the logistics salience in terms of the development of logistics service differentiation and logistics innovativeness and how such capabilities influence logistics performance.

As described before, the RBV proposes that the organizations win client devotion and improve its performance and execution by utilizing their assets and capacities. Interpretability in this research as the capacity of sites to achieve estimates for implementations regarding operating variables additionally achieve appraisals insofar as client dedication. Effectiveness could approach as a mediator in persuading the links amongst asset abilities & execution of associations. Marketing capacities of logistics organizations stated for the prolific organization than an inefficient organization. Encouraging writing suggested & demonstrated that, whereas advertising ability generally was fundamentally recognized with money associated execution of organization in general, budgetary execution is highly affected by this capacity achieved proficiently. Comparable understanding obtains logistics strategic management literature which proposes abilities like diverse influence on execution relying on adjusting themselves with the environment (McDaniel & Kolari, 1987).

METHODOLOGY

Research Design

To measure the performance of large retailers in Pakistan based on the Green In-Store and Green Supply Chain processes, this study used a quantitative research approach using co-relational research design. The variables under the domain of Green In-Store processes included the Energy Management (EM), Waste Management (WM), and Green Consumption (GM) while the variables under the domain of Green Supply Chain processes included the Green Purchasing (GP), Green Logistics (GL), and Cooperation with Suppliers (CS). On the other hand, the performance of the large retailers in Pakistan was measured via two variables including Environmental Performance (ENP) and Economic Performance (EP).

Data Collection

Managers of different levels (including junior, middle and top level) of conveniently selected 18 supermarkets and larger retail stores in Karachi were approached to collect data via the adopted questionnaire from the studies Petljak, Zulauf, Stulec, Seuring and Wagner,

(2018) and Kotzab, Munch, de Faultrier and Teller (2011). The supermarkets and larger retail stores include Imtiaz Super Store (all branches), Chase & Chase (all branches), Value Centres (all branches), Hyper Star, Metro and Macro. Using structured questionnaire, having five points Likert scale, primary data was collected, as respondents were requested to response each of the items mentioned in the questionnaire such as four items for Energy Management, Waste Management, Green Consumption, Green Purchase, five items for Green Logistics, Cooperation With Suppliers, Environmental and Economic Performances. The gathered data was subsequently analysed by employing different statistical tests such as Internal Consistency Test, PLS-SEM Model, etc.

RESULTS AND FINDINGS

Reliability Analysis

The instrument for this study was based on 36 items comprising all selected variables (See Appendix A). Table 1 shows the internal consistency (Alpha Value) between the items against their respective constructs (variables); for instance, four items for Energy Management, Waste Management, Green Consumption, Green Purchase, five items for Green Logistics, Cooperation with Suppliers, Environmental and Economic Performances. According to Tavakol and Dennick (2011), the alpha greater than 0.6 shows the acceptable range of internal consistency between the items against each construct. However, none of the alpha value in the present study is less than 0.6, which shows the acceptable internal consistency between the items used to measure the selected constructs (variables).

Table 1: Internal Consistency

Variable	Items	Alpha
<i>Energy Management</i>	4	0.840
<i>Waste Management</i>	4	0.846
<i>Green Consumption</i>	4	0.868
<i>Green Purchasing</i>	4	0.866
<i>Green Logistics</i>	5	0.889
<i>Cooperation with Supplier</i>	5	0.896
<i>Environmental Performance</i>	5	0.894
<i>Economic Performance</i>	5	0.880

Evaluation of Structural Model

After the evaluation of measurement model testing, the bootstrap analysis is performed to assess the statistical implication of the pathway co-efficient later than compute the path estimates in the structural model. R-square between the value of 0.25, 0.50 and 0.75 shows the weak, moderate and strong association for the endogenous variable (Hair, Ringle, & Sarstedt, 2011). See the below table 4.7. It shows R-square of the endogenous variable. All the values of R-square are above 0.7, which is considered as the strongest value and it also shows that on average 70% of the variance is enlightened by the autonomous variables.

Table 2: Coefficient of Determination

Variables	R Square	R Square Adjusted
Cooperation with Suppliers	0.808	0.806
Economic Performance	0.828	0.825
Environmental Performance	0.788	0.786
Green Logistics	0.772	0.769
Green purchasing	0.770	0.767

Figure 2 is the measurement and structural model of this study by using PLS-SEM technique. PLS-SEM technique is the second generation technique which is suitable for the small sample size and interlinks variables. It shows the outer loadings, path and coefficient values of the model.

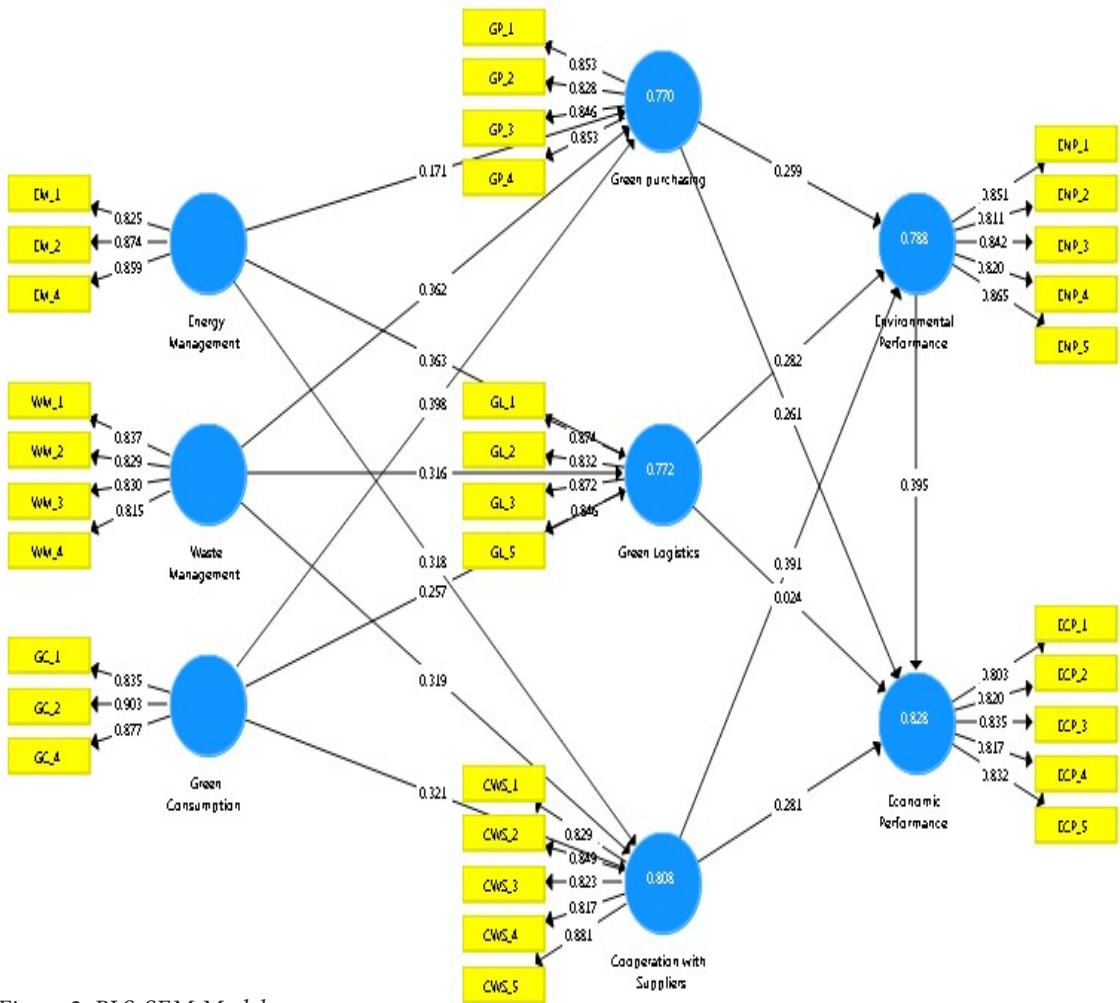


Figure 2. PLS-SEM Model

Analysis of Research Objective 1

In the structural evaluation, bootstrapped analysis has been performed to test the hypothesis. Table 3 is showing the hypothesis results of the first objective of this study. The

result of first hypotheses, Energy management positively influences Green purchasing have found to be significant because (Estimates= 0.171, T-stats=2.327, sig=0.02) which is less than the threshold value 0.05. Energy management also positively influences Green logistics and cooperation with suppliers respectively with the values (Estimates= 0.363, T-stats=5.439, sig=0.000; (Estimates= 0.318, Tstats=5.779, sig=0.002). It has demonstrated that Energy management is positively influenced Green supply chain practices which occurred in large retailers in Pakistan. Energy found to be a significant variable because the trend of frozen food is increasing in Pakistan. People are more likeable to consume frozen goods. Frozen goods and environment takes a lot of energy cost which directly impacts on green supply chain practices. If energy is managed by an efficient way, then it increases the greening factor in supply chain process of the retailers. Below table also shows that waste management is positively influenced Green purchasing, Green logistics and Cooperation with suppliers. It shows the significant relationship with the value of (Estimates= 0.362, T-stats=4.700, sig=0.000; Estimates= 0.316, T-stats=3.905, sig=0.000; Estimates= 0.319, T-stats=4.353, sig=0.000). Waste management is also found to be a significant variable because waste is a significant problem in Pakistan The majority of products with short shelf-lives (less than two weeks) such as meat, fruits and vegetables. Similarly, the majority of products with long shelf-lives (more than two months), such as ice cream, pasta sauces and beverages tend to have very low levels of waste. Meat, vegetables and fruits have short-shelf lives are very commonly used in all over Pakistan. Plastic bags are also frequently used in large retailers. So if the waste is managed effectively then, it also increases the greening factor in supply chain processes.

The variable Green consumption is also positively influenced Green purchasing, Green logistics and Cooperation with suppliers. It shows the significant relationship because (Estimates= 0.398, T-stats=5.403, sig=0.000; Estimates= 0.257, T-stats=3.626, sig=0.000; Estimates= 0.321, T-stats=5.059, sig=0.000). Green consumption is the main add-on variable for this study also found significant because the consumers of Pakistan have become more literate and health conscious day by day. The consumer is consuming green products then it must have a direct impact on supply chain processes.

Table 3: Path Co-efficient (Analysis of Research Objective 1)

No.	Path	Coefficient	T Stats	P. Values
H1	Energy Management -> Green Purchasing	0.171	2.327	0.020
H2	Energy Management -> Green Logistics	0.363	5.439	0.000
H3	Energy Management -> Co-operation with Suppliers	0.318	5.779	0.000
H4	Waste Management -> Green Purchasing	0.362	4.700	0.000
H5	Waste Management -> Green Logistics	0.316	3.905	0.000
H6	Waste Management -> Co-operation with Suppliers	0.319	4.353	0.000
H7	Green Consumption -> Green Purchasing	0.398	5.403	0.000
H8	Green Consumption -> Green Logistics	0.257	3.626	0.000
H9	Green Consumption -> Co-operation with Suppliers	0.321	5.059	0.000

Significance level at less than 0.05 (95% C.I)

Analysis of Research Objective 2

Table 4 is showing the hypothesis results of the second objective of this study. The result shows that Green purchasing is positively influenced by Environmental and Economic Performance.

It shows significant relationship because (Estimates= 0.259, T-stats=3.392, sig=0.001) which is less than the threshold value 0.05. Green logistics is positively influences Environmental Performance but not found significant relationship with Economic Performance with values (Estimates= 0.282, Tstats=2.764, sig=0.006; Estimates= 0.024, T-stats=314, sig=0.753). Cooperation with suppliers is positively influences Environmental Performance & Economic Performance with values (Estimates= 0.391, T-stats=4.428, sig=0.000; Estimates= 0.281, T-stats=2.846, sig=0.005). Green supply chain processes have found to be a significant variable to achieve the environmental performance of the retailers in Pakistan. It is found significant because the implementation of greening is low in Pakistan and if retailers supply chain processes are working in a greening way then it automatically increases the environmental performance of the retailers which means retailers are more focus on friendly-environmental performance. Green supply chain processes are also found significant on the economic cost of retailers but surprisingly, Green logistics is not significantly influenced the economic performance. One of the reasons for rejecting this hypothesis can be culture or road structure of Pakistan. Retailers use third-party logistics to fulfil their requirements on time and due to typical and complicated road structure, logistics cannot perform in a greening way which is also not affecting the economic performance of the retailers.

Table 4: Path Co-efficient (Analysis of Research Objective 2)

No.	Path	Coefficient	T Stats	P. Values
H10	Green purchasing -> Environmental Performance	0.259	3.392	0.001
H11	Green purchasing -> Economic Performance	0.261	2.846	0.005
H12	Green Logistics -> Environmental Performance	0.282	2.764	0.006
H13	Green Logistics -> Economic Performance	0.024	0.314	0.753
H14	Cooperation with Suppliers -> Environmental Performance	0.391	4.428	0.000
H15	Cooperation with Suppliers -> Economic Performance	0.281	2.846	0.005

Significance level at less than 0.05 (95% C.I)

Analysis of Research Objective 3

Table 5 shows the analysis of the last and third objective of this study. Relationships is found to be significant because (Estimates= 0.395, T-stats=3.310, sig =0.001). It shows that Environmental performance is positively influenced Economic Performance that means if the performance of the environment of the retailer increases then it directly increases the economic performance of the retailer. Environmental performance is found to be significant in retailers of Pakistan because a further increase in the environmental performance of retail trade companies will improve their competitiveness and the resulting social and economic performance, and will contribute to the formation of a balanced, environmentally oriented model for the development of the Pakistan economy.

Table 5: Path Co-efficient (Analysis of Research Objective 3)

No.	Path	Coefficient	T Stats	P. Values
H16	Environmental Performance -> Economic Performance	0.395	3.310	0.001

Significance level at less than 0.05 (95% C.I)

Hypotheses Summary

According to Eastwell (2014), a hypothesis is a proposed explanation for a phenomenon. Subsequent to the reviewed literature, a number of null hypotheses were developed in line with the conceptual framework. The following table presents a summary of the developed hypotheses:

Table 4.11: Hypotheses Assessment Summary

No.	Hypotheses	Sig. Value	Status
H1	<i>Energy management does not positively influence the green purchasing</i>	0.020	<i>Reject</i>
H2	<i>Energy management does not positively influence the green logistics</i>	0.000	<i>Reject</i>
H3	<i>Energy management does not positively influence cooperation with suppliers</i>	0.000	<i>Reject</i>
H4	<i>Waste management does not positively influence the green purchasing</i>	0.000	<i>Reject</i>
H5	<i>Waste management does not positively influence green logistics</i>	0.000	<i>Reject</i>
H6	<i>Waste management does not positively influence the cooperation with suppliers</i>	0.000	<i>Reject</i>
H7	<i>Green Consumption does not positively influence the green purchasing</i>	0.000	<i>Reject</i>
H8	<i>Green Consumption does not positively influence the green logistics</i>	0.000	<i>Reject</i>
H9	<i>Green Consumption does not positively influence the cooperation with suppliers</i>	0.000	<i>Reject</i>
H10	<i>Green purchasing does not positively influence environmental performance</i>	0.001	<i>Reject</i>
H11	<i>Green purchasing does not positively influence economic performance</i>	0.005	<i>Reject</i>
H12	<i>Green logistics does not positively influence environmental performance</i>	0.006	<i>Reject</i>
H13	<i>Green logistics does not positively influence economic performance</i>	0.753	<i>Failed to reject</i>
H14	<i>Cooperation with suppliers does not positively influence the environmental performance</i>	0.000	<i>Reject</i>
H15	<i>Cooperation with suppliers does not positively influence the economic performance</i>	0.005	<i>Reject</i>
H16	<i>Environmental performance does not positively influence economic performance</i>	0.001	<i>Reject</i>

DISCUSSION

The result of this study is shown the positive and significant relationships between the Green In-store activities, Supply chain processes and performance outcomes. Results of H1 to H9 are shown that Energy Management, Waste Management and Green Consumption are positively related to Green Supply chain practices like Green Purchasing, Green Logistics and Cooperation with Suppliers. In the above research, it has been hypothesized that Energy, Waste management and Green consumption are positively associated with all three observed Green Supply Chain Practices. Secondly, the results of H10 to H15 are showing significant relationships but except one hypothesis which is related to Green logistics and Economic Performance. This study shows that all the GSCM practices; Green purchasing, Green Logistics and Cooperation with Suppliers are positively influenced Environmental Performance of the Retailers. Previous researches like Tachizawa et al (2015) also confirms these relationships that Green purchasing, Green logistics and Cooperation with suppliers have a positive and significant impact on Environmental Performance. Green purchasing and Cooperation with suppliers are also found to be a significant impact on Economic Performance of the Retailers but amazingly, Green logistics is not found to be significant on Economic performance. This relationship creates

the Win-Win situation for achieving supplier relationship both externally and internally in the organization (Beske and Seuring, 2014). It concluded that the performance of economics and environment are mainly focused on cost and accounted for related measures which can affect the competitive advantage of the retailers. The H16 is related to the Environment and Economical Performance which also the last hypothesis of this study. This study hypothesized that Environment Performance is positively influenced Economic Performance. For the affection, Green supply chain practices can directly impact on the environment and economic performance which also supported from the study of (Zhu & Sarkis, 2004). An explanation that would be retailers who attain performance of economics should bring about greening in their whole supply chain stages of management whether it is strategic, tactical or operational.

CONCLUSIONS

The main purpose of this study is to explore the importance of Green in-store activities which can have the impact on the supply chain processes and how these SCM processes can effect on the Environmental and Economic Performance of the Large Retailers in Pakistan. More specifically, it is empirically verified previous concepts that greening in-store activities contributes to the overall greening of SCM performances. The underlying issues in the present study are similar to the issues found the most of the countries even though the findings of the present study may differ for other countries. Nevertheless, the findings of the present study can be utilized as an effective beginning point for both the policymakers and the practitioners alike for other than the targeted country to reduce the negative environmental influences of the sector. It would be right to state that the available literature does not offer the GSCM aspects of the construction sector in detail; therefore, the findings of the present study can be stated as novel and significant.

The result also supports the proposition in the store before to demonstrate absorbs the environment initiative retailer possibly participates in the GSCM practice, in turn, causes in the environmental performance improvement. The examination overall geometry similar model, it expanded to the context big retail sales well-established with the GSCM correlation research and thus, broadens its application domain to the service supply chain, very little applied for it. As a result of the conceptual model single unit operationalization, the overall model for provides the first method to the GSCM practice and the performance result analysis is the big retailer. Second, this research has also highlighted the important green through the waste and the energy consumption monitoring in the depositing process and the green consumption (Lehner 2015). Perhaps when this only captures the limited wrap retailer activity, two constructions enables these activities sound and economical comprehension. Here, the use of construction and the project are the basis of the big retailer's correlation research. Lastly, Retailers, Especially the big retailer, operate the most complex supply chain. However, the GSCM research favours in concentrates in the manufacturing enterprise or two numbers of times according to the analysis perspective, for example, the retailer publishes in their company homepage or in the CSR report green activity. The SC interior and the external afforested between relates in the establishment of the retail sales has not been tested by the generalization also empiricism.

RECOMMENDATIONS

The study also recommends the Retail managers of the large retailers in Pakistan. Following are the recommendation for the Retail Store Managers:

- Energy saving is the easiest way to reduce cost and increase the margin of profit. In retailing business, decreasing energy cost may lead to an increase in profit without getting increase the sales or any other factor
- The equipment which is more energy consumer switched off when it is needed. This activity can be implemented by staff and upper-level employees by adjusting controlling systems.
- Activities on waste prevention can be including systems for refillable bottles for soft drinks and beers, reusable shopping bags. Many retailers should have launched various activities to reduce the use of, and hence waste impacts from, plastic bags, including the introduction of a duty on plastic bags.
- In terms of environmental and economic performance, Organizations must have an exterior focus to environmental problems by executing supplier-related green processes such as evaluating suppliers' performance on greening, perform environmental audits, offer feedback to suppliers about these audits with training .

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