

Business Performance Through Government Policies, Green Purchasing, and Reverse Logistics

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ABSTRACT

This research investigated the effect of government policy, green purchasing, and reverse logistics on business performance in Pakistani manufacturers. A quantitative method on a sample size of 201 was carried out using SPSS version 22.0. This study examined three direct hypotheses related to business performance. The study found that government policy, green purchasing, and reverse logistics positively and significantly affect business performance. The previous research supported the study results. Further, by institutional theory, the government may use coercion to force the manufacturers to adopt and incorporate green supply chain practices into their business model to improve business performance. The media may use these pressures, NGOs and clients, and the government can use them to monitor, restrict, and even boycott the companies. The government has been advised to encourage and oversee other players to resolve environmental challenges that focus companies and suppliers bring. In order to explore the interactions between the government and other stakeholders and establish new ways, researchers can evaluate the conceptual model offered.

Keywords: Green purchasing, Reverse logistics, Government policies, Business performance, SPSS, Quantitative Research

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1. Introduction

Environmental problems have grown and spread faster than forest fires in recent decades. However, natural resources are scarce, as well as contamination of the air and water has a detrimental effect on human life as well, resulting in several diseases; furthermore, natural resource scarcity, as well as air and water pollution, harm flora and fauna, as well as human health, leading in diseases such as heart disease, lung cancer, chronic obstructive pulmonary disease, stroke, Cholera, Hepatitis, Typhoid fever, and Norovirus (Hashmi et al., 2021a). Nearly all businesses started developing an environmentally friendly product (EFP) to introduce to the market due to the development of green supply chain technologies and the growth of green product market shares. For instance, most competitive foreign automakers have identified a sizable green market of consumers and released successful green products under the names of hybrid and electric vehicles. Companies build governance systems and structures to control interactions with the supply chain players to execute and control sustainability plans and initiatives to enhance sustainability performance. Governments could cut costs, but corporate self-regulation was impossible following several accidents and the disclosure of firms' disastrous environmental and social initiatives (Rashid & Rasheed, 2022).

The growing global demand for processes, products, and services that generate less waste, consume less energy, save money, and cause less damage to the environment and human lives is driving the implementation of these procedures, goods, and services. Green practices are seen as a way for some companies to enter a new marketplace and gain a competitive advantage through increased brand credibility. The returns on investment in green practices are capital expensive, uncertain, and have a long-term maturity (Baloch & Rashid, 2022). Variations in supply chain partners' green goals, technological challenges, and financial incapacity are all considerations to consider. Businesses must collaborate with supply chain partners to increase their sustainable exercises (Rasheed, 2022). Sharing information, facts, and experience with a crucial firm's supply chain partners would aid in implementing a green supply chain (GSCP). Firms take aggressive steps to participate in GSCP to gain competitive advantage and enter markets to improve efficiency in a country like Pakistan; where participants are not as involved in the execution of green practices as they should be, and the compliance of environmental laws has not seen enough light, to achieve a competitive edge and gain access to markets, businesses take constructive steps to participate in GSCP (Asif, 2022).

One of the most critical environmental problems in Pakistan is industrial pollution. Pakistan steel mills and related industries are among the largest iron and steel industries. Karachi shipyard engineering works, Peoples Steel Mill, automotive industries, and other manufacturing industries that use metal and its alloys in food manufacturing. No wastewater treatment or recycling plants exist in any manufacturing sector. Karachi's unplanned development and manufacturing have resulted in environmental degradation in the city and its coastal areas (Rasheed, 2022). Now a day's, organizations have increased and changed their paradigm. Every organization wants to make it superior. However, some organizations do not implement green, reverse, and government policies due to fewer recourses. The previous study relates the business performance with different green practices variables. It is a fact that when you work on all variables in the green supply chain simultaneously, the result will not occur effectively as it should. This study binds the two main variables of manufacturing firms which can put a valuable result on business performance. It is essential to classify those aspects that are harmful to the environment and how the Pakistani manufacturing firm manages these factors to reduce waste and make it beneficial for human life and the environment. However, developing countries still think that it is a long-term investment. They are unaware that it will be mandatory for the manufacturing sector after a few years. It is also proved that their positive effect will boost business performance in the long term. As a result, The current study focuses on organisation performance through government policies and green supply chain management practices. Therefore, the following research questions will seek

answers to resolve the business performance.

RQ1: Does government policy positively affect business performance?

RQ2: Does reverse logistics positively affect business performance?

RQ3: Does green purchasing positively affect business performance?

2.1 Literature Review

2.1.1 Green purchasing and business performance

According to a growing body of research, there is also evidence of a connection between environmental friendliness and firm results. The proposed model and empirical results, in particular, indicate that environmental performance positively affects firm performance. They claim that environmental performance influences a business's financial performance through market (revenue) and cost pathways. Customers who favour environmentally friendly companies' goods may positively affect revenue (Shaheen, 2022). Environmental policies, such as strategic environmental procurement and eco-friendly green project creation, have been found to increase a company's competitive position and lower market risks. When environmental issues are at the forefront, tensions between consumers and organisational stakeholders wreak havoc on regional and global collaboration, causing disputes in various fields (Muhammad, 2022). As a result, several programs have been developed and implemented to enhance environmental performance while ensuring long-term development. Green buying is valuable for reducing consumption's environmental effects and promoting sustainable production technologies. Customers' growing awareness of the importance of being green seems to drive the pressure to be greener (Christian, 2022). Customers' increased awareness of sustainable growth and environmental concerns tends to drive the pressure to be greener (Muhammad, 2022; Ahmed, 2022). The pressure causes a ripple effect. Major manufacturers and retailers are putting tremendous pressure on their suppliers, potentially driving "green" demand further down the supply chain. Organizations are involved in collaborating with vendors on environmental issues in order to reap the benefits of effective green procurement practices. According to various case studies from European and Australian organisations, green procurement strategies are used to achieve a competitive edge because they improve organisational and financial efficiency. Low carbon emissions and carbon footprint measurement across the supply chain give current green procurement practices a new direction. Green buying creates a competitive advantage while protecting capital and improving company efficiency (Wahab, 2022).

2.1.2 Reverse logistics and business performance

In the manufacturing industry, the idea of reverse logistics is getting obvious and leading, and by focusing on environmental sustainability, automobile companies can save on their yearly cost of logistics. Now it is also considered as having the subject of tactical significance that while making decisions, firms consider it linked with the strategy and growth of its supply chain (Anwar, 2022). In addition, it also discussed the explanation regarding the inferences of reverse logistics to the management of the supply chain, and last, an examination regarding near hurdles and chances the management of the supply chain is present. At the same time, RL infers (Asmawi & Ahmed, 2022). The current drift in supply chain administration is toward a more noteworthy utilisation of data innovation frameworks over all the coordination's capacities. Capabilities related to these frameworks empower businesses to maximise productivity related to data seriously exchanges by killing squandering and cutting fetches, progressing labour efficiency, moving forward resource utilisation, expanding resource recuperation, and facilitating cash stream issues. Firms that contribute to and create specific capabilities/competencies related to their data innovations may improve execution productivity. When connected to turn-around coordination, these IT capabilities may help in all the advancements (Pervez, 2022).

2.1.3 Government policies and business performance

Moreover, firms regularly respect government associations as a standard and see their relationship with government authorities as a shape of social capital. Indeed, nowadays, the Pakistani government can enormously influence a firm’s commerce choices, especially at the local level. The central government seldom gets to be straightforwardly included choice making due to the reducing drift of its inclusion in commerce administration and proprietorship. However, it frequently executes business-friendly approaches in particular locales and businesses or approaches custom fitted to particular firm sizes or sorts of possession. On the off chance that fundamental, it indeed gives money-related bolster to firms to energise them to comply with its rules (Amjad, 2022). On many occasions, among developing economies, such as China, the company getting extensive bolster by government agencies can better implement than the firms with a minimum bolster. Strong links and connections with the law-making agencies, that is, government political connections in emerging advertising, can deliver the following advantage in implementing manner as c compared to companies with weak links and connections with law-making bodies and persons with critical backgrounds. Besides, claimed that supervisor who has built links of strong type with law-making, regulatory bodies, and political bodies might appreciate the next return, profiting from turbulent markets. Subsequently, it can be claimed that a company bolstered by law-making bodies may pick up tall execution in lively markets (Shaheen, 2022). Legislative mediation in trade exercises is typical in Pakistan. Conventional Pakistan culture classifies individuals concurring to their official status, and high-ranking authorities appreciate considerable control. Subsequently, the beat pioneer says that they run the show, and authorities, by and large, feel the commitment to teach and lead the masses (Asif, 2022). Figure 1 illustrates the research model of this study.

2.2 Hypotheses

Based on the research problem, research objectives, research questions, previous literature, and research model, the following research hypotheses were developed:

H1: Government policies significantly affect business performance.

H2: Green purchasing significantly affects business performance.

H3: Reverse logistics significantly affects business performance.

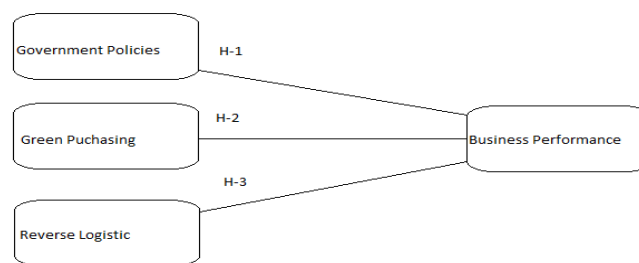


Figure 1: Research model
Source: Literature

3. Research Methodology

A system Methodology is a systematic approach to addressing a research issue by gathering data using different methods, analysing the data, and drawing conclusions from the data et al., 2021; Rashid, 2016). The effect of factors such as green purchasing, reverse logistics, and government policies on business performance in the manufacturing sector is investigated using quantitative research (Rashid et al., 2019; Hashmi et al., 2021b). The hypothesis was tested using a deductive method (Rashid et al., 2020). A quantitative approach is used to obtain data for statistical research, with information obtained

through a survey questionnaire (Khan et al., 2022a, b, c; Hashmi, 2023).

3.1 Method of Data Collection and Sampling

Data were collected from respondents using a questionnaire. All closed-ended questionnaires were used for data collection using a five-point Likert scale (1= strongly disagree through 5= strongly agree). Another section included respondents' demographic information (Hashmi et al., 2020b; Rashid et al., 2022a, b). To extract the original purpose, it is essential to utilise a suitable and logical methodology to evaluate results to attain the level of association and significance between variables. The data collection method used a questionnaire-based survey using purposive sampling (Hashmi et al., 2021a; Rashid et al., 2021; Alrazehi et al., 2021). Professionals from Manufacturing Industry in Karachi were surveyed for their responses (Khan et al., 2023; Das et al., 2021; Haque et al., 2021).” This research survey was conducted with a sample size of 201 manufacturing industry professionals (Raheed et al., 2023; Khan et al., 2021).

4. Results and Findings

The analysis was performed using SPSS version 22.0. Further, various methods are used to analyse the descriptive profile of data in this phase. First, the responders' profiles are assessed. Males account for 62.2% of respondents, while females account for 37.8 %, and 1.0 % of respondents are less than 18 years of age; whereas between the ages of 18 and 26 were counted for 57.2%, and 36.8% are between the ages of 27 and 36, and 4% are between the ages of 37 and 46 years. Similarly, 1% of respondents are with the age of more the 46 years. Respondents' experience accounted for 42.8% with less than three years of experience, 48.3% with 4-10 years, 6.5% with 11-15 years, 1.5% with 16-20 years, and 1.0% with an experience of more than 20 years. Table 1 illustrates the demographic profiles of the respondents.

Table 1: Demographic

| Demography | Group | (n=201) | Percentage |
|-------------|--------------------|---------|------------|
| Gender | Male | 125 | 62.2 |
| | Female | 76 | 37.8 |
| Age (years) | Less than 18 years | 2 | 1.0 |
| | 18 - 26 Years | 115 | 57.2 |
| | 27 - 36 Years | 74 | 36.8 |
| | 37 - 46 Years | 8 | 4.0 |
| | More than 46 Years | 2 | 1.0 |
| Experience | Less than 3 years | 86 | 42.8 |
| | 4 – 10threeYears | 97 | 48.3 |
| | 11 – 15 Years | 13 | 6.5 |
| | 16 – 20 Years | 3 | 1.5 |
| | More than 20 Years | 2 | 1.0 |

Source: SPSS results

4.1 Hypotheses Testing

Each variable was tested for reliability to ensure the model was consistent. According to Rasheed and Rashid (2023), Cronbach's alpha value must be more than 0.7, implying that the scale items are reliable internally. We may accept Cronbach's value because the range of reliability values was from 0.701 to 0.733. Hypotheses were examined using SPSS software with a linear regression test. The R-square shows how much of the variation in the dependent variable is clarified by the independent variable. R^2 values must be equal to or greater than 0.10 (Falk & Miller, 1992) for the variance explained of a particular concept to be considered sufficient. The R^2 value showed a value of 0.862, which is sufficient. Adjusted R-square portrays the generalisation of the fallouts in multiple regressions, i.e. the difference of the sample results from the population. It is vital to have a little discrepancy between the R-square and the adjusted R-square. A test for autocorrelation in residuals from a statistical model or regression study is the Durbin-Watson (DW) statistic. A number between 0 and 4 will permanently be

assigned to the Durbin-Watson statistic. A score of 2.0 implies that the sample has no autocorrelation. A score between 0 and less than two is considered positive autocorrelation, while a value between 2 and 4 is considered negative autocorrelation (Rashid, 2016). A p-value of less than 0.05 is considered statistically significant (usually 0.05). It provides significant evidence against the null hypothesis. As a result, the hypothesis is accepted. The significance value indicates that the independent variables are significant to the dependent variable because the sig value is 0.00, below 0.05, representing that the model's outcome is significant (Hashmi & Mohd, 2020).

Similarly, every dependent variable affects the dependent variable. The VIF value revealed that all independent variables have a value below 10, demonstrating that multicollinearity does not exist, that the effects given by the model are pure, and that the effects of other independent variables do not harm one's effect. In practice, if a VIF is more significant than 10, it is considered high, which indicates high multicollinearity. We are in an acceptable range and may continue regression with values around 1 (Rashid & Amirah, 2017). Multicollinearity does not exist. Because all of our VIF values are less than 4, we can conclude that the independent variables are not multicollinear. If the VIF score exceeds 5, then independent variables are linked. According to the results of the coefficients, a 1% rise in government policies will boost business performance by 87%, while a 1% increase in green purchasing will increase business performance by 75%. In contrast, a 1% increase in reverse logistics will increase business performance by 40%. As a result, the hypothesis is supported, implying that government policies, green purchasing, and reverse logistics benefit business performance.

5.1 Discussion

This study examined three direct hypotheses related to business performance. The study integrated environmental concerns of the physical flows throughout the life-cycle of products by considering green purchasing, government policies, reverse logistics, and business performance. Our empirical findings support this claim, which also shows that the performance relationship is moderated by regulatory pressure. The study found that government policies are crucial in business performance. This study further found that the impact of government engagement throughout this chain is imperative. This study determined how the government affected enterprises' resources to enforce or encourage them to improve their performances. By institutional theory, the government may use coercion to force the private sector to adopt and incorporate GSCM into their business model to improve performance. These types of pressures may be used by the media, NGOs, and clients, and the government can use them to monitor, restrict, and even boycott the companies. Governments have been advised to encourage and oversee other players to resolve environmental challenges that focus companies and suppliers bring. In order to explore the interactions between the government and other stakeholders and establish new ways, researchers can evaluate the conceptual model offered (Rashid & Rasheed, 2023)

This research has essential for Pakistan and other emerging countries. First and foremost, businesses must recognise the value of green purchasing processes and take more initiative to implement them. Designing eco-friendly products, choosing eco-friendly manufacturing processes, and buying eco-friendly materials are significant elements of business performance. The supply chain must be efficiently managed for a business to expand successfully and sustainably. Because they directly affect their financial results, businesses actively push cost-cutting efforts. Sadly, they did not give much attention to maintaining the long-term viability of their supply networks. The second practical application of this study is to show businesses how to improve reverse logistic innovation by better understanding the various green supply chain practices that might be used in their businesses. Additionally, the study offers businesses a self-diagnostic tool to help them identify and assess their firm's current state of the process and product improvement and improve it by emphasising GSCM practices. Thirdly, adopting government policies can help business owners and managers working to increase operational performance metrics, including product quality, operational cost reduction, and system adaptability. Managers and business owners may develop cost-effective, product- and process-oriented methods to lessen their goods' and processes' negative environmental consequences. Over the last ten years, environmental activists have pressured businesses to consider how their supply chain activities influence the environment and society. Some businesses have improved the sustainability of

their supply chains, elevating them to the list of the world's most sustainable businesses and enhancing their reputation with consumers. Stronger brand loyalty may help businesses afford the higher costs of creating sustainable supply chains. Over time, activist pressure and regulatory oversight will render non-sustainable supply networks useless. If such supply networks could not meet demand, it would be difficult for businesses to remain sustainable. By using contemporary software and collaborating with other supply chain participants, supply chains can be more efficient and sustainable (Baloch & Rashid, 2022; Ghouri et al., 2020).

5.2 Limitations and Recommendations

Challenges were to access the literature and effective communication. Another restriction was the decision to perform this research in a particular nation and area. The problem can be remedied by conducting the poll again in additional geographic locations to confirm the findings. Following a thorough review of the provided research and our analysis of the results, we strongly advise adopting standards, SOPs, waste reduction, and resource efficiency to create better business performance. It is an excellent tool for enhancing organisational performance. When a company implements a sustainable supply chain strategy, it will eventually fulfil its organisational strategic goals. The supply chain procedure might be improved to make the company run more efficiently. We can address and resolve many problems if we establish a sustainable supply chain and aggressively mitigate potential dangers to our present enterprises. The likelihood of a good outcome will increase if the researcher expands the supply chain to include more industries and global businesses in the future. They can also discuss their difficulties, methods, objectives, benefits, and drawbacks. The research may benefit from additional abilities and an understanding of statistical testing.

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Annexure: Questionnaire

Please rate how strongly you disagree or agree with each of the following statements on a scale of one to five. From 1 to 5, the scale goes from strongly disagree to strongly agree.

1) Business Performance

- 1.1) When choosing a manufacturer, the business considers the supplier's participation in the creation of new products and services.
 - 1.2) Is your organization policy intended to draw customers by posing a risk?
 - 1.3) The business promotes the use of recyclable packaging by suppliers
 - 1.4) The business favors environmentally sustainable ways of transportation
 - 1.5) The business does car repair and inspection in a responsible manner
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2) Government Policies

- 2.1) Does your company have robust SOPs for minimizing risk in the supply chain process based on government provided laws?
 - 2.2) Is your Organization's top Management encourage employees to follow government laws and regulation to ensure legal requirement?
 - 2.3) Is your organization has implemented Health and Safety (HSE) department?
 - 2.4) The business keeps track of accident rates and takes precautions to prevent them.
 - 2.5) The organization thinks about the advantages for the areas where activities are taking place
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3) Green Purchasing

- 3.1) Developing a green supply chain management requires a focus on the supply chain and the active participation of supply.
 - 3.2) Green supply chain management implementation may reduce the negative impacts of operations
 - 3.3) Green supply chain impact reduction plays a vital role in product cost reduction.
 - 3.4) When developing new products, the corporation considers the influence on the environment to adhere risk in supply chain
 - 3.5) Become proactive in addressing supply chain activities long term environmental and social expectations.
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4) Reverse Logistic

- 4.1) When choosing a manufacturer, the business considers the supplier's participation in the creation of new products and services
 - 4.2) The firm thinks about the fact that its products include product safety warnings to comply with current standards when picking a supplier.
 - 4.3) Waste reduction and elimination assist us maintain organizational for risk management controls.
 - 4.4) When deciding on transportation options, the organization takes into account of green supply chain
 - 4.5) To ensure that green supply chain factors won't disrupt the supply chain, prevention is essential.
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Source: Literature