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GREEN SUPPLY CHAIN MANAGEMENT AS A STRATEGIC ADVANTAGE: EXPLORING ITS IMPACT ON BUSINESS PERFORMANCE IN THE NIGERIAN RETAIL SECTOR

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Abstract

This study uses quantitative research analysis to look at how Green Supply Chain Management (GSCM) methods affect business performance in the Nigerian retail industry. Nigerian retailers are facing pressure to implement eco-friendly methods that benefit the environment and their own company expansion as sustainability becomes more crucial to global supply chains. The influence of GSCM practices on operational effectiveness, profitability, and customer loyalty in this industry is examined in this research. These practices include waste reduction, eco-friendly packaging, sustainable sourcing, and energy-efficient shipping. The study focuses on the adoption of GSCM and its perceived influence on crucial business performance metrics, using a structured survey to collect data from retail businesses across Nigeria. The data is analyzed using SMART PLS (Partial Least Squares Structural Equation Modeling) and SPSS (Statistical Package for the Social Sciences) to examine the impact of GSCM procedures on business outcomes. Descriptive statistics, reliability analysis, and correlation analysis are all done with SPSS. To verify the suggested relationships and

determine the direct and indirect effects of GSCM techniques on business performance indicators including profitability, operational efficiency, and customer satisfaction, structural equation modeling (SEM) is performed using SMART PLS. According to preliminary findings, implementing sustainable supply chain methods significantly increases operational effectiveness, reduces costs, and cultivates client loyalty. Eco-friendly packaging and sustainable sourcing have a direct, positive impact on brand equity and profitability, according to path analysis utilizing SMART PLS. The study also identifies significant moderating elements that influence the effectiveness of GSCM tactics, such as market sector and firm size. By providing real-world examples from the Nigerian retail industry and demonstrating how GSCM can improve business performance, this study contributes to the body of research on GSCM. The findings demonstrate that, when implemented properly, GSCM techniques can provide a competitive edge. This provides retail enterprises with helpful information on how to strike a balance between sustainability and profitability.

Keywords:
Green Supply Chain Management (GSCM), Sustainability in Retail, Business Performance, Nigerian Retail Sector, Environmental Sustainability