

A Meta-Analysis of Green Procurement Practices in the FMCG Industry

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Green procurement has increasingly been recognized as an effective means of purchasing products and services that cause minimal adverse environmental impacts related to product manufacturing and consumption around the world. The current business environment has shifted from the traditional supply chain into the Green Supply Chain initiative especially, with the procurement activities. The approach of this study is the systematic literature of review. As the objective of this study is to investigate the applicability of internationally accepted principles and practices related to the green procurement aspect in the FMCG industry, the relevant knowledge was extracted from the research papers which have been proven as valid, accepted and published. Initially 33 articles were collected through a web search, which were searched based on the key words related to three categories namely Green Procurement category, FMCG category and the FMCG related Green Procurement category. Then the topic and the abstract of each article were analysed in order to decide the relevance of the article for the study. Next, the full text of selected 24 papers were reviewed which resulted in selecting six articles from GP category, five articles from FMCG category and five articles from the combined category to be considered in final analysis. A comprehensive literature review was conducted with the objective of identifying and classifying the important factors which affect the process of implementing the Green Procurement concept in the FMCG industry in developing countries. The results of the study provide a conceptual framework and insights on issues and challenges in implementing GP in FMCG industry, measures for promoting GP in FMCG industry and the factors regarding the consumer perception and behavior towards eco-friendly FMCG products of the applicability of green procurement practices in the FMCG industry to the current business environment.

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