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A STUDY ON PROBLEMS AND BENEFITS IN GREEN SUPPLY CHAIN MANAGEMENT PRACTICES IN: HERBAL BLISS

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ABSTRACT
The present study titled A Study on Problems and Benefits in Green Supply Chain Management Practices in Herbal Bliss focuses on examining the green supply chain management practices followed by Herbal Bliss, an eco-friendly soap manufacturing company in Pollachi. The study aims to identify the existing green practices, analyse the operational problems faced during implementation, evaluate the benefits of green supply chain practices on organizational performance, and assess customer response and satisfaction toward eco-friendly products. The research is based on both primary and secondary data, where primary data were collected from 121 respondents using a structured questionnaire through convenience sampling. Statistical tools such as percentage analysis, mean analysis, and chi-square test were used for data analysis. The findings reveal that Herbal Bliss effectively follows green practices such as eco-friendly raw materials, recyclable packaging, green transportation, environmental-based supplier selection, and waste management systems. However, challenges such as high implementation costs and lack of employee training were identified. The study also found that green supply chain practices positively improve organizational efficiency, company image, customer satisfaction, customer loyalty, and competitive advantage. Overall, the study concludes that Green Supply Chain Management significantly contributes to environmental sustainability, customer trust, and long-term organizational performance in Herbal Bliss.
KEY WORDS: *Green Supply Chain Management (GSCM), Herbal Bliss, Soap Manufacturing Industry, Eco-Friendly Practices, Customer Satisfaction*

INTRODUCTION

In the modern business environment, industries are increasingly focusing on sustainable practices to reduce environmental impact and improve operational efficiency. Environmental issues such as pollution, climate change, resource depletion, and waste generation have encouraged organizations to adopt eco-friendly business strategies. One of the important approaches followed by industries to achieve sustainability is Green Supply Chain Management (GSCM). Green Supply Chain Management refers to the integration of environmental concerns into supply chain activities such as procurement of raw materials, manufacturing, packaging, storage, transportation, and disposal of products. The main objective of GSCM is to reduce environmental damage while improving organizational performance and customer satisfaction.

REVIEW OF LITRATURE

Bandara et al. (2026) The study found that green supply chain practices positively improve organizational performance, sustainability, resource efficiency, and reduce operational costs.
Hamza Hassan Yusuf et al. (2026) The study analysed SAT dispersants and found improved chemical stability and better material performance through strong molecular interactions.
Mamta Gupta & Sarita Chaudhary (2026) The study revealed that green supply chain practices improve operational efficiency, reduce costs, conserve resources, and increase customer satisfaction.
Sagar B & Vibha V Rao (2026) The study concluded that environmental regulations encourage firms to adopt green practices and improve sustainability and organizational performance.

RESEARCH OBJECTIVES

To identify the current green supply chain practices followed in Herbal Bliss
To examine the operational problems faced in implementing green supply chain practices.
To analyse the benefits of green supply chain practices on organizational performance.
To assess customer response and satisfaction towards eco-friendly products of Herbal Bliss.

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RESEARCH METHODOLOGY

The research methodology for the study titled A Study on Problems and Benefits in Green Supply Chain Management Practices in Herbal Bliss was designed to systematically examine the green supply chain practices followed by Herbal Bliss, identify operational problems, analyse organizational benefits, and assess customer satisfaction toward eco-friendly soap products. The study adopted a descriptive research design to collect detailed information regarding green practices and their impact on the organization. The area of the study was limited to Herbal Bliss, located in Pollachi, Tamil Nadu. The convenience sampling method was used, and data were collected from 121 respondents, including employees and customers, based on their availability and willingness to participate. Both primary and secondary data were used, where primary data were collected through a structured questionnaire and secondary data were obtained from books, journals, websites, company records, and previous studies. The questionnaire included sections related to demographic details, green supply chain practices, operational problems, organizational benefits, and customer satisfaction. Statistical tools such as percentage analysis, mean analysis, and chi-square test were used to analyse the collected data. However, the study has certain limitations, including restricted geographical coverage, limited time period, respondent bias, and limited availability of secondary data.

DATA ANALYSIS AND INTERPRETATION

TABLE 4.1
DEMOGRAPHIC INFORMATION OF PARTICIPANTS

VARIABLES	CATEGORIES	FREQUENCY	PERCENTAGE
Gender	Male	52	43
	Female	69	57
AGE	Below 25	7	6
	25- 35	70	58
	35 - 40	40	33
	Above 40	4	3
Education Qualification	School	23	19
	Diploma	10	8
	UG	65	54
	PG	20	17
	Others	3	2
Department	Production	62	51
	Procurement	21	17
	Logistics	20	14
	Marketing	17	14
	Admin	1	1
Years of experience	Below 1	9	7
	1-3	53	44
	4-6	51	42
	Above 6	8	7
Monthly income	Below 10000	10	8
	10000- 20000	102	84
	200000- 30000	8	7
	Above 30000	1	1
Position level	Top management	3	2
	Middle level	15	13
	Lower level	103	85

INTERPRETATION

The above table shows the gender-wise classification of respondents. Out of the total respondents, 52 respondents (43%) are male and 69 respondents (57%) are female. A majority of the respondents are female.

The above table shows the age-wise classification of respondents. Out of the total respondents, 70 respondents (58%) belong to the age group of 25–35 years, followed by 40 respondents (33%) in the 35–40 years category**,** 7 respondents (6%) below 25 years, and 4 respondents (3%) above 40 years. A majority of respondents belong to the age group of 25–35 years.

The above table shows the educational qualification of respondents. Out of the total respondents, 65 respondents (54%) are undergraduates**,** 23 respondents (19%) completed school education**,** 20 respondents (17%) are

postgraduates, 10 respondents (8%) hold diplomas, and 3 respondents (2%) belong to other qualifications. A majority of respondents are undergraduates.

The above table shows the department-wise classification of respondents. Out of the total respondents, 62 respondents (51%) belong to the production department, 21 respondents (17%) to procurement, 20 respondents (14%) to logistics, 17 respondents (14%) to marketing, and 1 respondent (1%) to administration. A majority of respondents belong to the production department.

The above table shows the classification of respondents based on years of experience. Out of the total respondents, 53 respondents (44%) have 1–3 years of experience, 51 respondents (42%) have 4–6 years of experience, 9 respondents (7%) have below 1 year of experience, and 8 respondents (7%) have above 6 years of experience. A majority of respondents have 1–3 years of experience.

The above table shows the classification of respondents based on monthly income. Out of the total respondents, 102 respondents (84%) earn between ₹10,000–₹20,000, 10 respondents (8%) earn below ₹10,000, 8 respondents (7%) earn between ₹20,000–₹30,000, and 1 respondent (1%) earns above ₹30,000. A majority of respondents earn between ₹10,000–₹20,000.

The above table shows the classification of respondents based on position level. Out of the total respondents, 103 respondents (85%) belong to lower-level management, 15 respondents (13%) belong to middle-level management, and 3 respondents (2%) belong to top management. A majority of respondents belong to lower-level management.

MEAN ANALYSIS

TABLE 4.2
The current green supply chain practices followed in herbal bliss

Statement	Mean value
1.Herbal Bliss uses eco-friendly raw materials	4.4
2.The company uses recyclable or biodegradable packaging	4.4
3.Green transportation methods are practiced	4.5
4. Suppliers are selected based on environmental criteria	4.5
5.Waste management and recycling are effectively implemented	4.2

INTERPRETATION

The mean values show that Herbal Bliss follows good green supply chain management practices. Green transportation methods and environmental-based supplier selection received the highest mean value of 4.5, indicating strong agreement among respondents. The use of eco-friendly raw materials and recyclable packaging scored 4.4, showing positive opinions towards sustainable practices. Waste management and recycling recorded a mean value of 4.2, which also indicates effective implementation. Overall, the company shows a strong commitment towards environmental sustainability.

TABLE 4.3
Examine the operational problems faced in implementing green supply chain practices

Statement	Mean value
1. High cost is a major barrier to implementing green practices	4.3
2. Difficulty in finding eco-friendly suppliers is a challenge	3.1
3. Lack of employee training affects implementation	4.4
4. Green practices increase operational complexity	3.2
5. Lack of management support is a problem	2.5

INTERPRETATION

The mean values indicate that Herbal Bliss faces certain challenges in implementing green supply chain practices. “Lack of employee training affects implementation” recorded the highest mean value of 4.4, showing that inadequate training is a major issue. “High cost is a major barrier to implementing green practices” also received a high mean value of 4.3, indicating that financial constraints affect implementation. “Green practices increase operational complexity” and “Difficulty in finding eco-friendly suppliers” scored 3.2 and 3.1 respectively, reflecting moderate challenges. “Lack of management support is a problem” received the lowest mean value of 2.5, which indicates that management support is comparatively satisfactory. Overall, the findings show that cost and employee training are the major challenges faced in adopting green practices.

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CHI – SQAURE ANALYSIS

TABLE 4.4
Gender vs suppliers selected based on environmental criteria

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi Square	2.011	4	.734
Likelihood Ratio	2.752	4	600
Linear Association	1.610	1	205
N of Valid Cases	121		

H_1: There is a no relationship between Gender and Suppliers Selected Based on Environmental Criteria.
Calculated X^2 value: 2.011
Degree of Freedom: 4
Significance Level: 0.734

INTERPRETATION
As the calculated X^2 value (2.011) is not significant (.734) at five percent level, there is no relationship between Gender and Suppliers Selected Based on Environmental Criteria. Hence, the Null Hypothesis is accepted and the Alternative Hypothesis is rejected.

DISCUSSION
The study reveals that Herbal Bliss effectively adopts green supply chain management practices such as eco-friendly raw materials, recyclable packaging, green transportation, environmental-based supplier selection, and waste management systems, which positively contribute to organizational performance and sustainability. The findings indicate that respondents strongly agree that green practices improve environmental responsibility and operational efficiency. However, certain challenges such as high implementation costs and lack of employee training affect the smooth implementation of green practices. Management support was found to be satisfactory, which indicates the company's commitment toward sustainability. The study also highlights that green initiatives improve customer satisfaction, company image, customer loyalty, and competitive advantage, thereby supporting long-term business growth.

SUGGESTIONS
Herbal Bliss should provide regular employee training programs to improve awareness and implementation of green supply chain practices.

The company should focus on reducing implementation costs by adopting cost-effective green technologies and sustainable processes.

Herbal Bliss can strengthen its supplier network to ensure easy availability of eco-friendly raw materials and suppliers.

The company should further improve waste management and recycling practices for better environmental sustainability.

Customer awareness programs can be conducted to increase knowledge about eco-friendly products, thereby improving customer loyalty and market growth.

CONCLUSION
The study concludes that Green Supply Chain Management practices play a significant role in improving environmental sustainability and organizational performance in Herbal Bliss. The company effectively follows several green practices that positively influence customer satisfaction, operational efficiency, and competitive advantage. Although challenges such as high costs and lack of employee training exist, proper planning and management support can overcome these issues. Overall, the adoption of green supply chain practices helps Herbal Bliss achieve sustainable business growth while reducing environmental impact.

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