

Impact of Using Green Practices on Sales Volume of the Apparel Industry in Sri Lanka

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The primary objective of this study is to identify the relationship between implementing green practices and its effect to the sales volume in the apparel sector. The sample of the study has been selected from Colombo district and was based on convenience sampling method. The sample size was 20. Primary data was obtained through a questionnaire developed after an extensive literature review and by conducting interviews. SPSS was used for data analysis. ANOVA table was obtained and KMO test and Reliability test were performed. Findings stated that, there is a positive relationship between certain green practices and sales volume. But not with all four main functions considered which are procurement activities, manufacturing activities, transportation activities and consumer care activities. Further the study has found that manufacturers are not interested in undertaking green practices since it is not a mandatory requirement by the law.

Keywords: *Apparel Industry, Green Practices, Sales Volume, Procurement, Consumer Care*

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