



## Determining The Impact of Green Distribution Activities On Perceived Business Performance: Kocaeli Logistics Enterprises Application

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### ABSTRACT

These days, it's crucial to practice environmental awareness, energy conservation, and resource preservation. Consumers today favor goods with high recycling rates and low environmental impact. Businesses that adopt social consciousness, are conscious of their social responsibilities, and work to satisfy customer expectations conduct their operations within the parameters of green marketing. Many operations, including green distribution activities, might benefit financially from reducing their use of fuel, packaging, and distribution routes. Enterprises can achieve performance efficiency through the selection of alternate distribution routes by logistics companies and the repurposing of spent packaging through reverse logistics. On the other side, in today's market, corporations use performance measurements to obtain a competitive advantage. Additionally, performance metrics help organizations guarantee customer happiness. With this in mind, the goal of this study is to ascertain how green distribution practices affect corporate success. It also aims to find out if there is a connection between perceived business performance and green distribution initiatives. The Kocaeli Chamber of Commerce provided a list of businesses engaged in the logistics industry in the province of Kocaeli, which was used to estimate the study's population. There are 102 companies on the list in this sense. Face-to-face interviews were conducted with all of these businesses, and a thorough census sampling was done. Face-to-face interviews with these companies' senior managers were conducted. From these companies, 86 senior managers responded. In light of the high rate of questionnaire returns and the adequate representation of the research population, it can be recognized as a sufficient rate. Regression and correlation analyses were carried out for this aim utilizing the quantitative research approach and the SPSS Statistical Package Program. The survey method was used in the study to gather data. The study's findings led to an understanding that green distribution techniques significantly and favorably affect how businesses are regarded to operate.

**Keywords:** Green Marketing, Green Distribution, Perceived Business Performance

## Yeşil Dağıtım Faaliyetlerinin Algılanan İşletme Performansı Üzerindeki Etkisinin Belirlenmesi: Kocaeli Lojistik İşletmeleri Uygulaması

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### Öz

Doğal kaynakları koruma, enerji tasarrufu sağlama ve çevre bilinci günümüzde oldukça önem arz etmektedir. Tüketiciler, günümüzde daha az kirliliğe sebep olan, geri dönüşüm oranı yüksek ürünler tercih etmektedirler. Toplumsal farkındalığı benimseyen, sosyal sorumluluk bilincinde olan ve tüketicilerin beklentilerini karşılamaya çalışan işletmeler, faaliyetlerini yeşil pazarlama kapsamında gerçekleştirmektedir. Yakıt, ambalaj ve dağıtım güzergâhının minimum seviyeye indirilmesi yeşil dağıtım faaliyetleri gibi birçok faaliyet işletmelere kâr avantajı da sağlamaktadır. Lojistik işletmelerin, dağıtım güzergâhlarının da alternatif yollar belirlenmesi, kullanılan ambalajların ters lojistik ile dönüşümünün sağlanması işletmelere performans verimliliği sağlamaktadır. Öte yandan günümüz ticaretinde performans ölçümleri ile işletmeler rekabet avantajı elde etmektedirler. Performans ölçümleri, tüketici memnuniyetini sağlama konusunda da işletmelere yol göstermektedir. Buradan hareketle bu çalışma ile yeşil dağıtım faaliyetlerinin işletme performansı üzerindeki etkisinin belirlenmesi amaçlanmıştır. Ayrıca yeşil dağıtım faaliyetleri ile algılanan işletme performansı arasında bir ilişki olup olmadığının belirlenmesi de hedeflenmiştir. Çalışmanın anakütlesinin belirlenmesi için Kocaeli ilinde lojistik sektöründe faaliyet gösteren işletmelerin listesi Kocaeli Ticaret Odası'ndan alınmıştır. Listede bu anlamda 102 firma bulunmaktadır. Bu işletmelerin üst düzey yöneticisi ile yüz yüze görüşülmüştür. Bu işletmelerin 86 üst düzey yöneticisi geri dönüş sağlamıştır. Anket geri dönüş oranı yüksek olması ve çalışma evrenini temsil etmesi bakımından yeterli bir oran olarak kabul edilebilir. Bu amaçla nicel araştırma yöntemi kullanarak SPSS İstatistik Paket Programı ile regresyon ve korelasyon analizleri yapılmıştır. Çalışmada veriler anket yöntemi kullanılarak toplanmıştır. Çalışma sonucunda ise yeşil dağıtım uygulamalarının, algılanan işletme performansı üzerinde anlamlı ve olumlu bir etkisi olduğu anlaşılmıştır.

**Anahtar Kelimeler:** Yeşil Pazarlama, Yeşil Dağıtım, Algılanan İşletme Performansı

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## Introduction

Present-day firms and environmentally conscious consumers are encouraged to engage in green marketing activities by rising consumption, environmental pollution, and global warming (Akça & Akdoğan, 2023). While marketing operations are being conducted, environmental protection is viewed as the primary responsibility of businesses, and it is believed that using natural resources for a long time would increase and that doing so will safeguard human health (Topuz, 2016:2). Distribution, a component of green marketing initiatives, has a greater impact on organizations' environmental and sustainability initiatives than product, price, and promotion do (Candemir, 2021:180).

Globalization, the disappearance of borders, global information flow, and technological developments have made the logistics industry more important. Logistics businesses that want to continue their existence in competitive conditions have focused on processes that will provide a competitive advantage against rival companies (Dilek & Incaz, 2021:31). The fact that consumers have become more conscious about environmental pollution, climate change, and natural resources has led logistics companies to be more environmentally friendly in their activities. "Green distribution" processes have become more common as logistics enterprises integrate their operational activities into their green marketing strategies (Yıldız, 2020:3).

Businesses improve "firm performance" by creating an ideal working environment with green marketing activities (Gedik, 2020:47). Firms determine consumer demands with performance measurements (Demirel, 2021:90). In this way, customer requests and expectations are of vital importance in shaping the strategic activities of logistics enterprises. Therefore, the green distribution activities of logistics enterprises are of key importance in terms of business performance. From this point of view, this study is aimed to determine the effect of green distribution activities of 86 logistics companies operating in Kocaeli on the perceived business performance. For this purpose, the quantitative research method was preferred. Regression and correlation analyzes were performed to determine the effect and relationship between the variables. Quantitative research method was preferred in order to objectify the phenomena by abstracting them from the processes and factors in their environment, and then transforming them into observable and measurable features.

## Green Marketing Concept

The idea of green marketing, which began to gain popularity at the end of the 1970s, actively participates in the processes of product and service development, consumption, and post-consumption (Aslan & Çınar, 2015:169).

Green marketing is a collection of services, products, and ideas that stand out with their environmental awareness. For this reason, the elements of the green marketing mix must be environmentally friendly and provide resource sustainability. Within the scope of green marketing activities, the elements of the marketing mix undergo a nature-friendly transformation. Environmental marketing mix elements; green products, green labels, green prices, and green distribution.

The idea of green marketing is similar to traditional marketing in general, but it is influenced by consumer attitudes toward the environment in terms of operation, secures the long-term use of natural resources, and benefits society (Candemir, 2021:162). Beyond all of these advantages, it is clear that green marketing helps firms. For instance, it is said that L'Oreal, a pioneer in the cosmetics sector, and Toyota, two leaders in the automotive sector, both saw a gain in revenue as a result of their efforts to promote products with zero carbon emissions (Nath and Siepong, 2022).

### Green Logistic and Distribution

Logistics, which comes from logic in terms of word origin, is the implementation of activities such as planning the movement from production to consumption of products, goods, information, and services, mutually to both sides; order management, storage, transportation, customs, labeling, handling, packaging, to meet the wishes and needs of the buyers.

Logistics is becoming increasingly important today; in addition to transporting products, goods, or services from one place to another, it also creates an effective value in the marketing decisions of businesses. Responding quickly to the changing demands and needs of customers or consumers has become one of the first goals of logistics providers (Mucuk, 2012).

Meeting customer demands and needs, which are the common points of marketing and logistics in terms of businesses, is not only an important factor in maximizing profits but also in competition (Razzaque & Chang, 1998). This awareness enables businesses to focus on factors such as efficiency, customer satisfaction, loyalty, effectiveness, and competitiveness.

Businesses that want to meet customer demands and needs with social responsibility and environmental awareness carry out green logistics activities. It is possible to define green logistics as following green processes in the procurement of the raw materials required for a product to be produced, packaging, packaging, labeling, and distribution of the produced product to the desired location in a way that causes the least harm to the environment (Sipahi, Turgut & Özbaş, 2023:1109).

One of the elements of the successful operation of green distribution strategies is the continuous, correct, and healthy flow of information to enterprises by channels consisting of wholesalers, intermediaries, and retailers. Retailers are close to customers' wishes and have important details about customers. For example, the

use of eco-friendly bags by retailers adds an environmentally friendly image to businesses.

Green distribution activities processes are as follows:

- Apart from the use of energy and raw materials, it also covers issues such as environmental pollution and waste,
- The principle of using environmentally friendly products in packaging processes,
- It is the transportation of the product by vehicles equipped with technology that ensures the exhaust of the fuel in road transportation in a way that causes minimal damage to the environment.

### The Concept Of Perceived Business Performance

To utilize resources effectively, improve performance, and guarantee customer happiness, businesses must make the appropriate judgments (Küçükaptan, 2020:73). It requires information on supplier performance, the effectiveness of human resources, the caliber of goods and services, and market research in addition to financial and accounting measurements (Akarçay, 2020:110). Business performance plays an important role in sustainable competition for companies. It is possible to express business performance as all efforts made by companies to reach their goals (Kayapınar, 2016:84). Today, new features such as customer satisfaction, public responsibilities, value creation in production, efficiency, product development, and market share have begun to be used in measuring business performance, along with financial indicators. These attributes are also referred to as non-financial performance indicators. It is possible to evaluate qualities such as creating value in production, public responsibilities, and customer satisfaction within the scope of green marketing (Neely, Gregory & Platts, 2005: 1233-1234). In this sense, in this study, perceived business performance was preferred to determine many qualitative measurements such as customer satisfaction, efficiency, market attractiveness, service satisfaction (Boy-Akdağ & Tayfur-Ekmekçi, 2023) in measuring the performance of the relevant businesses.

When we look at the general research, the undetected business performance variables are stated as follows (Capon et al., 1990:1144);

- Customer happiness,
- Customer loyalty,
- employee satisfaction,
- social benefit
- Productivity,
- Organizational stability.

In his research covering the performance measurement literature, Andriessens expressed the reasons for measuring non-financial resources as follows (Andriessens 2004, Cited by Ittner, 2008:262).

- The focus of business management on the measurement of non-financial assets,
- The necessity of auditing the studies,
- Non-financial assets management process becomes mandatory,

- It is the acceptance and management of the business and its activities as a whole.

### Literature Review

In the literature, there are many studies on green distribution and business performance, which are included in green marketing activities. Aslan (2007) stated in his study the importance of environmental protection policies of green distribution practices in logistics processes. Türk and Gök (2010), on the other hand, mentioned that working with companies that adopt an "environmental understanding" in distribution channels will provide more benefits for businesses. In another study, he explained that the evaluation of business performance alone is insufficient. Bayyurt (2011), also emphasized the importance that society's view of business directly affects firm performance. In one of the studies on the subject, Konuk (2011) stated that enterprises that show efficiency in the distribution processes gain higher levels of customers and that the performance of the firm increases with the increase in customer loyalty. Erbaşlar (2012) in his study, conveyed the importance of providing a continuous and regular flow of information to businesses for green distribution activities to be successful. In another study, Yangınlar and Sarı (2014) stated that there is a direct relationship between environmental processes and business performance. Tayfun and Öçlü (2015) explained the necessity of encouraging businesses to green distribution practices for a sustainable environment and economy. He also stated in the study that green distribution activities are a very sensitive process. In the same study, he stated that green distribution activities should be integrated with other activities.

Reviewing the research on green supply chains and company performance is the goal of the study by Chin, et al. (2015). It also highlights the significance of environmental cooperation and sustainability.

Another study on the topic looked at all aspects of green marketing. The study's objective is to ascertain how green marketing affects the measurement of corporate performance. According to the results of the study done for this purpose, green people, green processes, green physical evidence, and green products all have a positive impact on communication performance (Eneizan et al., 2016:1-14).

Determine the mediating role of green in the measurement of supply chain, communication, and firm performance is the goal of the study on green supply chain, green communication, and firm performance. The study's findings revealed that green practices have a substantial impact on the performance of catering, procurement, and communication (Candrasa, et al., 2020).

Yıldız and Göktepe (2020) stated that the environmental activities of enterprises will contribute more to their performance. In research on environmental marketing activities and business performance (Porter & Linde, 1995:145; Prakash, 2002; Karabulut, 2003; Claver et al., 2007; Garzella & Fiorentino, 2014:84; Wu & Wu, 2014; Yangınlar &

Sarı, 2014; Nar and Gök, 2016; Karakuş and Erdirençelebi, 2018) are understood to focus on ecological, market, perceived and imperceptible performances.

### **Research Method**

The strategy they will implement for logistics businesses that want to improve their business performance is important in being sustainable. With green marketing activities, businesses both gain an advantage in the target market and meet consumer demands. Determining the target strategy with business performance, in which processes, how to follow, etc. questions are sought to be answered. From this point of view, this study was conducted to determine the effect of green distribution activities on perceived business performance. The research questions are;

Do provincial distribution activities affect perceived business performance?

Is there a relationship between green distribution and perceived business performance? It is in the form.

The hypotheses of the research were formed in line with the literature review and are listed below.

H<sub>1</sub>: In logistics enterprises, green distribution activities have a significant and positive effect on perceived business performance.

H<sub>2</sub>: There is a significant relationship between green distribution activities and perceived business performance in logistics businesses.

This study was conducted to determine the effect of green distribution activities and perceived business performance. It is also aimed to determine whether there is a relationship between green distribution activities and perceived business performance. To determine the population of the study, the list of enterprises operating in the logistics sector in Kocaeli was obtained from the Kocaeli Chamber of Commerce. In this sense, there are 102 companies on the list. All of these companies were interviewed face-to-face and a complete census sampling was carried out. The senior managers of each business were interviewed and feedback was received from 86 of them. In this sense, the sufficient sample size was calculated according to Yamane's (1997) formula and was found to be 81.27. In another study, it was stated that the sample size should be at least 80 according to the population (Sekaran, 1992: 253). In this sense, it is understood that the study has a sufficient sample size. It can be accepted as a sufficient rate in terms of the high return rate of the questionnaire and the representation of the study population. The data obtained in the quantitative research were analyzed using the SPSS 21 program. The questionnaire method was used as a data collection tool in the research. To answer the questionnaires, middle, senior, and administrative personnel of companies operating in the logistics sector were reached. All of the questionnaires were conducted face-to-face with the participants to get answers. The questionnaire used in the research consists of three parts. In the first part, the scale of green distribution practices was used. While the scale created by Mwaura & Letting

(2016), whose validity and reliability is accepted for the green distribution practices scale, was used in the study, the scale created by Ahmed et al., whose validity and reliability is also accepted, was used for the perceived business performance. The scale proven by was preferred. The scale is taken from Mwaura & Letting's "Green Distribution Practices" study (Mwaura & Letting 2016). The scale consists of a 5-point Likert scale. In the survey, 1 means "I do not agree at all" and 5 means "I totally agree". The scale consists of 14 statements. In the second part, the scale of perceived business performance was used. Scale Ahmed et al. (1996) study. The scale consists of 4 statements. The scale consists of a 5-point Likert scale. The last part of the questionnaire consists of questions to determine the demographic characteristics of business managers.

After the survey data were transferred to the SPSS Program, the kurtosis-skewness method was applied. In the related literature (Tabachnick & Fidell, 2013), if the kurtosis-skewness of the normal distribution values is between -1.5 +1.5, it is accepted that the data show a normal distribution. Accordingly, the skewness and kurtosis values of the variables were 0,390 and -0,649 on the green distribution practices scale, respectively; for the scale of perceived business performance, it is -0,860 and 0,388. Since these values are in the range of +1 to -1, it was determined that the data showed a normal distribution. The scales of green distribution activities and perceived business performance used in the survey were subjected to the Cronbach Alpha Test analysis to determine their reliability. The reliability of the scale of green distribution practices, Cronbach's Alpha value, high reliability with 0,844 reliability of perceived business performance scale Cronbach's Alpha value is 0,825 and it was found to be of high reliability (Yıldız & Uzunsakal 2018:19).

### **Findings**

In this part of the study, the results of the analysis made to test the tables and hypotheses containing information about the demographic characteristics of the logistics enterprises and their managers in Kocaeli are included.

#### **Identifiable Information of Participants**

The application part of the research was carried out in light of the data obtained from the managers of the logistics enterprises in Kocaeli. The information of the participant managers is tabulated.

64% of the participants are men and 36% are women. When the educational status of the individuals participating in the survey is examined, it is seen that the most 43% are undergraduate graduates. In the position, which is another demographic variable, middle-level managers work with a maximum of 67.4%. Considering the years of service of the individuals who participated in the survey, those who worked between 1 and 5 years are in first place with 53.5%. Considering the age of the individuals participating in the survey, which is the last

demographic feature, it is seen that the age range is between 20 and 29 with 43%.

Table 1. Descriptive information about the participants

Position	F	%	Year of Service	F	%
Intermediate	58	67.4	15 years	46	53.5
Top level	13	15.1	6 - 10 years	29	33.7
Administrative Staff	15	17.5	11 - 15 years	9	10.5
Total	86	100.0	16 years and +	2	2.3
Gender	F	%	Total	86	100.0
Woman	31	36.0	Age	F	%
Male	55	64.0	20 - 29	37	43.0
Total	86	100.0	30 - 39	36	41.9
Education	F	%	40 - 49	10	11.6
Primary school	1	1,2	50 and +	3	3,5
High school	14	16.3	Total	86	100.0
Associate Degree	23	26.7			
Degree	37	43.0			
Graduate	11	12.8			
Total	86	100.0			

Table 2. Correlation Analysis

		GDA	PBP
GDA*	Pearson Correlation	1	,485**
	Sig. (2-tailed)		,000
	N	86	86
PBP**	Pearson Correlation	,485**	1
	Sig. (2-tailed)	,000	
	N	86	86

\* Green Distribution Activities  
 \*\* Perceived Business Performance  
 \*\*\* Correlation is significant at the 0.01 level (2-tailed).

Table 3. Regression Analysis

		Coefficients <sup>a</sup>				
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,136	,440		4,850	,000
	GDA*	,559	,110	,485	5,089	,000

\*Green Distribution Activities  
 \*\*Dependent Variable: Perceived Business Performance

## Testing Hypotheses

In the study, correlation analysis was performed to determine the direction and severity of the relationship between variables (green distribution activities, and business performance). Regression analysis was also conducted to measure the effect of green distribution activities, which is the independent variable, on the perceived business performance, which is the dependent variable. Analysis results are given below.

According to the correlation analysis performed to determine the direction and severity of the relationship between green distribution and perceived business performance, a moderate positive correlation was found between green distribution activities and business performance variables ( $r=,485$ ;  $p<0.001$ ). Therefore, it is understood that the  $H_1$  Hypothesis is supported.

Regression analysis was conducted to determine whether green distribution practices affect perceived business performance. According to the analysis result, since the value is  $p<0.001$ , it is understood that green distribution practices have a significant and positive effect on perceived business performance. Therefore, it was concluded that the  $H_2$  hypothesis was supported.

## Discussion And Conclusion

This study is aimed to determine the effect of green distribution activities of logistics enterprises on business performance. For the application part of the study, it is understood that 64.0% of the participants were male and 43% had a bachelor's degree. In addition, 67.4% of the employees participating in the survey are mid-level managers. In the years of service, 53.5%, at most 1-5 years, and finally, 43% are in the age range of 20-29.



As a result of this study, in which the effect of green distribution activities on the perceived business performance was investigated, it was found that the green distribution activities of the logistics enterprises in Kocaeli province had a significant and positive effect on the perceived business performance. It is also understood that the dependent variable is perceived business performance and the independent variable green distribution practices are in a positive relationship. From this point of view, it is possible to state that green distribution practices affect business performance in logistics enterprises in Kocaeli. When the limitations of the study are examined, the data of the study were collected between 21 December 2021 and 16 June 2022. Another limitation of the study is that the companies that applied consist of logistics enterprises operating in Kocaeli province. Although there is no study in the literature to determine whether green distribution has an effect on perceived business performance, it does not make a comparison possible, but it supports the studies of Özcan and Özgül (2016) and Tayfun and Öçlü (2015) as green marketing activities are related to various performance indicators. With green marketing activities, businesses gain an advantage in the target market and meet consumer demands. Determining the target strategy with business performance, in which processes, how to follow, etc. questions are sought to be answered.

The study draws attention to the fact that the green distribution activities of logistics enterprises are very important in the process of business performance, which is becoming increasingly important. The study aimed to contribute to the studies to be carried out in the following processes by making determinations about green distribution activities, the concept of green marketing, and the perceived business performance approach.

### Extended Abstract

**Background & Purpose:** The importance of the logistics sector has increased as a result of technology advancements, globalization, the erasure of national boundaries, and global information flow. Businesses in the logistics industry that wish to remain viable in a competitive environment have concentrated on procedures that will give them an advantage over competitors. Logistics firms are becoming more ecologically friendly in their operations as a result of customers' increased awareness of environmental degradation, climate change, and the depletion of natural resources. As logistics companies include their operational operations into their green marketing plans, "green distribution" techniques have grown increasingly widespread. Businesses increase "firm performance" by fostering a perfect workplace through green marketing initiatives (Gedik 2020:47).

Performance metrics are used by businesses to identify customer wants. In order to shape the strategic operations of logistics firms, client demands and expectations are crucial. In order to maximize commercial success, logistics companies must prioritize their green

distribution efforts. Therefore, the green distribution activities of logistics enterprises are of vital importance in terms of business performance. From this perspective, the goal of this study is to determine the effect of green distribution practices of Kocaeli-based logistics companies on perceived business performance.

**Research Method:** This study was carried out to ascertain how green distribution practices affected how well businesses were regarded to be performing. The purpose is also to ascertain whether there is a meaningful association between perceived company performance factors and green distribution initiatives. The survey approach was used in the study to gather data. By employing a full count, the sample technique was applied to 102 logistics companies that were registered with the Kocaeli Chamber of Commerce. Data were collected by asking 86 of 102 businesses for input. There are three sections to the questionnaire.

The scale of green distribution procedures was applied in the first section. The scale was drawn from the "Green Distribution Practices" study by Mwaura and Letting (Mwaura & Letting 2016). The scale consists of a 5-point Likert scale. In the survey, 1 means "I do not agree at all" and 5 means "I totally agree". The scale consists of 14 statements. The scale of perceived company performance was applied in the second section. Study by Ahmed et al., (1996) scaled. Four statements make up the scale. This scale was constructed using a 5-point Likert scale. The questionnaire's last section comprises of inquiries to ascertain the demographics of company managers. After the survey data were transferred to the SPSS Program, the kurtosis-skewness method was applied. In the related literature (Tabachnick & Fidell, 2013), if the kurtosis-skewness of the normal distribution values is between -1.5 +1.5, it is accepted that the data show a normal distribution. Accordingly, the skewness and kurtosis values of the variables were 0,390 and -0,649 on the green distribution practices scale, respectively; for the scale of perceived business performance, it is -0,860 and 0,388. Since these values are in the range of +1 to -1, it was determined that the data showed a normal distribution. The quantitative research approach was preferred in this direction. One of the quantitative research techniques used was regression and correlation analysis to ascertain the link and effect between the variables. In order to objectify the variables by removing them from the processes and elements in their environment, and then to transform them into visible and measurable features, quantitative research methods were used.

The Cronbach Alpha Test analysis was conducted to assess the reliability of the scales for the green distribution activities and perceived company performance employed in the survey. The reliability of the perceived business performance scale, with a Cronbach's Alpha value of 0,825 and high dependability, and the reliability of the green distribution practices scale, with a Cronbach's Alpha value of 0,844 were both found to be very reliable. Correlation analysis was used in the study to ascertain the nature and strength of the link between the variables (green distribution

activities, perceived business performance). The impact of green distribution operations on perceived company performance was measured using regression analysis.

Conclusion: Regression analysis was used to determine the relationship between the independent variable—green distribution activities—and the dependent variable—perceived business performance. The association between the variables was ascertained by correlation analysis. The correlation research revealed a strong link ( $r=,485$ ,  $p<0,01$ ) between green distribution activities and company performance factors. It demonstrates that 23% of the relationship between green distribution efforts and perceived business performance can be statistically explained ( $R^2$ ). Additionally, it was determined that the green distribution operations had an impact on the perceived business performance because  $p<0.01$ . As a result, it can be observed that the study's  $H_1$  and  $H_2$  hypotheses are validated. In the study's application phase, administrative, medium, and senior managers at logistics companies in Kocaeli were found to be 64.0% male, 43% have bachelor's degrees, 67.4% are middle-level managers, and 43% are between the ages of 20 and 29. It is acknowledged that they fall within the range of services, with 53.5% of their service being between one and five years. According to the findings of this study, which looked at how green distribution practices affect how customers view a company's performance, the logistics operations in the province of Kocaeli are significantly and favorably impacted by their green distribution practices. It can be observed that the independent variable green distribution practices and the dependent variable perceived company performance have a positive relationship. From this vantage point, it is conceivable to assert that eco-friendly distribution methods influence Kocaeli province's commercial performance. The significance of environmentally friendly distribution methods is also recognized.

When the limitations of the study are examined, the data of the study were collected between 21 December 2021 and 16 June 2022. Within the working constraints, there is the formation of logistics business units that continue their activities in Kocaeli province. It is seen that the research supports the studies of Özcan and Özgül (2016), who were examined during the literature review. The study draws attention to the fact that the logistics companies' green distribution operations play a significant role in the increasingly crucial process of company performance. By deciding on green distribution practices, the notion of green marketing, and the perceived business performance strategy, it aims to contribute to the work that has to be done in the processes that follow.

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