Factors affecting the development of reverse logistics in Malaysia companies

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ABSTRACT

The purpose of the paper is to examine the major factors that may influence industries to implement reverse logistics. Thus, the practice of reverse logistics can be promoted by suggestions provided for businesses to eliminate the identified barriers.

In this paper, a questionnaire is developed and the survey is conducted among Malaysia businesses to collect data on the perception of companies on reverse logistics implementation. Four hypotheses are set to investigate its influence on company background information, recognition, and perception on reverse logistics, as well as the internal and external factors. Statistical analysis is carried out to test the data collected. Managerial implications are presented to encourage industries to implement reverse logistics.