

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

DEPARTMENT OF ECONOMICS



Factors affecting adoption of Green Procurement in the groceries retail sector in 2019.

BY:

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B1440184

A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT OF REQUIREMENTS FOR THE BACHELOR OF COMMERCE (HONOURS) DEGREE IN PURCHASING AND SUPPLY OF BINDURA UNIVERSITY OF SCIENCE EDUCATION, FACULTY OF COMMERCE.

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APPROVAL FORM

The undersigned certifies that they have supervised, read and recommended to Bindura University of Science Education for acceptance a research project entitled “**FACTORS AFFECTING THE ADOPTION OF GREEN PROCUREMENT IN THE GROCERIES RETAIL SECTOR 2019**) submitted in partial fulfillment of the requirements of the Bachelor of Commerce (Honors) degree in Purchasing and Supply.

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DECLARATION

I, Justice Bote, declare that this research project herein is my own work and have not been copied or lifted from any source without the acknowledgement of the source.

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DEDICATION

I dedicate this dissertation to both my Parents, Mr I. Bote and my mother Mrs N. Masona, the Bote family for their support, encouragement, understanding. Gratitude and praise is given to the Lord Jesus Christ who gives me the strength and wisdom to undertake this course and I feel honored to be loved by him.

ABSTRACT

The study sought to assess the factors affecting adoption of green procurement in the groceries retail sector in 2019. Concerns and pressure from governmental and nongovernmental organizations about the environment, sustainability, climate change and its effects have motivated the researcher to carry out a study. The study was more qualitative in nature and descriptive research design was used. A sample size of 40 participants were selected using random sampling method and it comprised of procurement management, procurement assistants, stores manager and stores assistant. Data was collected using observation and interviews. With the use of tables and graphs the collected data was presented for analysis and question by question analysis technique was used to analyze the data. The findings of the study were that adoption of green procurement was at a low level. This was because employees involved in purchasing practices lacked knowledge about Green Procurement practices. External environmental factors will not be underrated as findings strongly pointed them as extreme influential factors with lack of legal enforcement from the government being on top. Other external environmental factors include lack of information and awareness from GP platforms, poor economic performance, short supply of green products and progression of information and communication technology. Therefore a conclusion was drawn that provision of knowledge and legal enforcement from the government should be areas of greater concern in fostering Green Procurement adoption. Ecological proactive firms can recognize positive effects of Green Procurement rather than responsive ones. Researcher recommends firms in the retail sector to make it a requirement to contribute in reduce negative environmental impacts by factoring in Green Procurement practices. Also the study recommends the government to apply the green economy through imposing some regulatory decision such as renewable energy law, green investment law and also other laws that deal with green economy.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Procurement practitioners be they public, private or institutional based, yield a great influence over the future of the planet with every buying decision they make and because every purchase has a hidden cost on the environment (Craig; 2001) . The initiative is for organizations to collectively, consider Green Procurement practices when making procurement decisions. As alluded by (Brammer and Walker; 2011), Green Procurement is the selection of products and services that minimize negative environmental impacts and also considers the continued availability of such non-renewal resources to the future generation. According to (Carlson and Waara; 2006) green products are produced in a way that consumes fewer natural resources or uses them more sustainably. The aim of Green Procurement (GP) according to (Orsolya; 2015) is to minimize the negative effects of purchasing on human health and the environment.

For this sake purchasers are hence required to use their knowledge to carefully select and procure green products assisting in encouraging environmental friendly practices. Depletion of natural resources, global warming, contamination of water bodies, death of the aquatic life and acid rain are all possible spillover effects of being environmental unconscious (Brammer and Walker; ibd). As indicated by the (Census; 2019) Zimbabwean population is estimated at 17.30 million, an increase from the 2013 estimate of 14.09 which may persist putting pressure on already scarce resources. Continuing to shun the obligation to care for the environment, might put the future generation at stake. As a matter of emergency, serious attention hence is required in considering Green Procurement (GP) decisions amongst all organizations across the globe, be it private nor public sector, (Felix and Lloyd ; 2016).

1.2 Background of the Study

Going green has become an important environmental issue in contemporary business practices worldwide (Drumwright; 2001). On global level, (Robinson and Stranberg; 2008) state that various studies were conducted all over the world, particularly among European Union members in light of the growing importance of green procurement. The goal of the United Nations (UN) has been to gradually become climate neutral and environmentally sustainable, as described in ‘Greening the Blue’ and will attain this by introduce the environmental component into procurement with the aim of safeguarding a sustainable environment, (UNFPA; 2013) . While developed countries might be leading in adopting Green Procurement, some developing countries are following suit (Carlson and Waara; 2006). Zimbabwe is no exception; efforts can be denoted through the publication of the Public Procurement and Disposal of Public Assets Act, Chapter 22:23, (2018), aiming “to secure the implementation of any environmental policy that is authorized or required by any law to be taken into account by a procuring entity in procurement proceedings”. Other Green Procurement Platforms like EMA have also shown great environmental stewardship, with a recent noticeable step on the 25th of July 2017 marking a total barn of Kaylite products, (Herald ;25 July 2017).

(Brammer and Walker; 2011) propounded that organizations attain Green Procurement (GP) by up taking products made in an environmental conscious manner. In identifying green products buying organizations can make reference to specific product Eco- labels. As supported by (Drumright; 2004) eco-labels are an official and trustworthy information source for organizations in relation to improving environmental performance. According to (Rachet; 1999) getting to know eco labels brings green consumption nearer to people and organizations, giving them a knowledge base for noticing green products. Examples of eco labels attached to products in Zimbabwe’s retail outlets include Standard Association of Zimbabwe (SAZ), Forest Stewardship Council (FSC), and Program for the Endorsement of Forest Certification (PEFC), Energy Star Certification and Recyclable labels amongst others. In bringing these eco labels into use the idea

will be for procurers to categorize them basing on the environmental information they carry. All the ranking should aim to ascertain their overall use within Green Procurement.

Taking a prior look at Zimbabwe, retail groceries Outlets within have incorporated Green Procurement as part of their objective. Pick n Pay Group for instance developed its strategic turnaround plan in 2014, finding it crucial to practice green procurement practices as part of the company objective (Alan; 2018). The firm has also a record of securing supplies from reputable suppliers like National Foods limited and Delta Beverages (Pvt) Ltd which provide with certified products by green procurement platforms like the Standard Association of Zimbabwe (SAZ). Other retail outlets should follow suit amongst other business sectors within national and across international boundaries, assisting in making Zimbabwe a better place and the world as a whole.

1.3 Statement of the problem

Green Procurement is topical among many governments, public and non-governmental organizations that carter for the environment by setting laws and regulations (Hanks; 2008). According to (EMA: 2019), effort aimed to relief strain on natural resources securing future availability. Despite such efforts, little has been done in the groceries retail sector to adopt green procurement, (Hanks; 2003). This research therefore seeks to find challenges that are affecting Green Procurement in the retail sector focusing on retail groceries outlets in Zimbabwe. Green Procurement is important on resource utilization and environmental health for all consumers hence requires everyone's attention.

1.4 Objectives of the Study

1. To assess the knowledge of green procurement (GP) platforms and products in the retail sector.
2. To identify the availability of green products in the retail sector and analyze adoption levels by the retailers.
3. To analyze factors affecting adoption of green procurement practices in the groceries retail sector.
4. Making recommendations on how to overcome barriers on the adoption in the groceries retail sector.

Research Questions

1.5 Significance of the Study:

The research work is very significant prior to the following contributions upon the following stakeholders:

1.5.1 To the Government

Findings of this research work will assist the government of Zimbabwe through the Environment Management Agency (EMA) in formulating policies and regulations that foster environmental friendly operations in the Groceries Retail Industry for a healthier environment.

1.5.2 To Groceries Retail outlets in Zimbabwe

The findings of the study will enable retail outlets in Zimbabwe in getting a clear picture of how to embrace GP practices. It will assist in knowing the need for improvements in environmental practices and considering areas in need of improvement. This will enable Groceries Retail outlets to save on scarce resources and therefore securing continuous business operation.

1.5.3 To Bindura University of Science Education

The research work added value to the institution, as other students will use it as reference and guideline in carrying out similar projects.

1.5.4 To the Researcher

The researcher gained knowledge on the topic under study. Also the research work assisted the researcher in improving skills and fulfilling Bachelor of Commerce Honors Degree in Purchasing and Supply.

1.6 Assumptions of the study

1.6.1 The sample used will be the best representative of the total population.

1.6.2 Interviewees will provide accurate, complete and relevant information, also the research instruments will act as a check for another therefore ensuring reliability and validity on the research work.

1.6.3 Research method and tools are valid and reliable.

1.7 Scope and Limitation

The research focused only on groceries retail outlets in Zimbabwe only hence all the findings are limited to Groceries Retail Outlets in this country.

1.8 Definition of Terms

Green Procurement: an ecologically based procurement strategy that blends environmental consideration in procurement ensuring that the related environmental impact is minimized (Min; 2005).

Green Procurement Practices: purchasing practices that account for the environmental criteria for purchase of goods and services ensuring that related environmental impact is minimized (Murray; 2000).

Eco label: is a trustworthy and official label attached to a product indicating friendly environmental performance.

1.9 Organization of the study

This research work consist five chapters. Introduction of the research study was covered in the first chapter. Second chapter reviews theoretical and empirical literature linking to the research topic under study. The third chapter will stress mainly on research methodology. It will comprise research design, data collecting procedures, determining sampling size and the instruments used to collect data. Fourth chapter will aim at presenting, analyzing and discussing data that would have been collected. The fifth and last chapter will subsequently summarize, make recommendations patterning to the findings of the research and finally concludes the research study.

1.10 Summary

The prevailing chapters comprised the introduction of the research study, background of the study, statement of the problem, objectives, research objectives, significance of the study, scope and limitation as well as of the study. The Following chapter will focus on literature theoretical and imperial literature review.

CHAPTER 11

LITERATURE REVIEW

2.1 Introduction

This chapter aims to review literature on the factors affecting the adoption of Green Procurement (GP) in the Groceries Retail Industry. It will explore and review the theoretical and empirical literature patterning to the factors affecting adoption of Green Procurement. Also to be included is gap analysis of this research against others conducted by other authors with the concern of analyzing and rectifying the factors affecting the adoption of Green Procurement in the Groceries Retail Sector. (Hart and Chris; 2014), defined literature review as a scholarly paper, which includes the current knowledge including substantive findings, as well as theoretical and methodological contributions to a particular topic.

2.2 Theoretical Literature

Knowledge about Green Procurement

2.2.1 The Knowledge Based Theory

The knowledge based Theory considers knowledge as the most strategically significant resource of the firm. The theory infers that knowledge is embedded and carried through multiple entities including organizational culture, policies, routines, systems, and employees. Existence of professional trained staff in procurement field and availability of many staff with high education level plays an important role in strengthening the organization's green procurement uptake (Melville; 2004). Effective implementations of new practices within organizations require training equipping employees with knowledge and necessary skills. As emphasized by (Orlikowski; 2002 organizational knowing is constitute and reconstituted in practice. From this accession it can be noted that lack knowledge about GP practices within the procurement practitioners and those that influence decision making hinders the uptake of GP within organizations.

Availability of Green Products

2.1.2 Resource Dependence Theory

The theory asserts that organisations should rely on each other for critical resources, (Salanki; 1978). According to Emerson (1988) the dependence of one party provides the basis for the power of the other. Therefore, it can be drawn that the retail industry's ability to adopt green procurement depends on the buyer dependence to the supplier for the provision of environmental friendly products as alluded by (Lawson and Loren; 2003). Availability of green products plays a pivotal role for organizations to embrace green purchasing (Heath; 2003). As much as the industry desire to adopt Green Procurement absence of green products hinder the process. This might call for luring of the end to end supply chain in supporting the idea of GP. Mere knowing about best practices in Green Procurement is however not adequate knowledge need to be communicated and deeply rooted in action to accomplish desired outcomes. (Hart and Chris; 2014) bridge the epistemology of possession with that of practice and suggesting that upon vested with knowledge the organization need to put knowing into practice.

External Environment

2.1.3 Institutional Theory

The theory propounded that external environment exert institutional pressures that affect firms decision making. It's more concerned by which structures, routine, rules and norms become introduced as a guideline for accepting behavior. It also states that organization conduct its business that satisfy both customers and legal requirements. Environment responsible behavior then adapted from excessive pressure from these two parties (Gil, 2013).

The theory is pertinent to the implementation of Green Procurement as organizations operate under certain regulations and legal requirements in line with Green practices. Failure to abide by these regulations may result in coercive legal action (Bansal; 2005). In the Groceries Retail Sector pressures comes from government, competitors, and environmental agencies as they influence environmental friendly practices (Delma and Toffel; 2014).

In developing countries particularly USA and Europe, have strict environmental measures for businesses to collectively take into account social, economic and environmental considerations, an effort towards “Greening the blue” (Moore; 2000). Organizations in other regions suffer deficiency of strict environmental legislation, developing countries like Zimbabwe in particular. As articulated by (Tull: 2009), in an effort of greening the purchasing practices organization are suppose to channel their environmental requirements to the upstream suppliers through the use of coercive mechanisms.

2.1.4 Stakeholder Theory

Developed in work by (Freeman; 1984) with an aim of emphasizing the view that organizations must administer the interest of stake holders. As defined by (Gerard; 2012) a stakeholder is any group or individual who can affect be affected by organization’s objectives. (Freeman; ibd) focused on how diverse players within an organization’s external environment influence organizational practices. According (Barney; 2003) external environment greatly affects Green Procurement practices in organizations. Pressure to effect GP practices can be influenced through government set policies and regulations. Influence from customers is no exception selected customers demand more of products perceived health for thie consumption, made with natural ingredients 100% fruit juice in particular. According to the Marginal Utility Theory for a rational customer the more satisfaction derived from a product the higher the price he/she is willing to pay (Lipse; 2006). Desire for a good corporate image and improved competitive edge might hence lead to increased purchase of Green Products.

2.2 Empirical literature

2.2.1 Knowledge of Green Procurement in the retail sector.

(Dao; 2014) carried out a research on factors affecting green procurement in food retailing industry. A survey was done in two retail firms, the Kesko Food supermarket and SOK supermarket. A case study was used as a research strategy, as the research objective wanted to investigate a phenomenon within its real-life context. Qualitative interviews were also used for data collection. Data analysis was done through the method of exploring, researching, and comparing the data of individual interviews to the previous models and theories. In her conclusion the researcher found out that lack of knowledge about green procurement was one of

the main barriers affecting the adoption of green procurement. The author stressed on the need for training. According to (Dao; ibd) when adequate knowledge is assured within procurement practitioners, it improves organizational practices.

The study is similar with the current study as it seeks to examine the factors affecting the adoption of Green Procurement in the retail sector. However the previous study targeted two retailers making it differ from the current study as 40 retail outlets were used as a target population. Also another different to be noted is that the previous study was carried in Finland the present was conducted in Zimbabwe. So the study explores to see if there are any differences between the two countries.

A similar studies was carried out in Kenya by Silas (Eliphaz; 2012) on the factors affecting effective implementation of Green Procurement practices in public training institutions. Descriptive technique was used through deploying questionnaires as they provide generalized information among the targeted population. Te study comprised all public training institution in Kenya amounting to a total number of 40. A census technique with respect to the unit of analysis was used ruling out the application of specific sampling design and sampling technique. The decision was based on the view that the population of 40 was small and the study aimed to reach all the procurement managers in all tertiary public training institutions. The procurement staff was targeted since they are the ones involved in the execution of key procurement management decisions and hence have technical knowledge and skills

The Study concludes that employees should be trained and educated on green procurement practices. The study emphasized the view that there's a significant positive correlation between training and effective implementation of green procurement practices. According to the findings training resulted in an optimal significant influence of 0.35517 on the effective implementation of procurement practices. Therefore increasing levels of training by a unit would increase the levels of effective implementation of procurement practices by 0.35517, showing a positive influence on effective implementation of green procurement practice.

The research is similar with current study in that it aimed to ascertain factors affecting the adoption of Green Procurement. Differences can however be denoted as the previous study focused on factors affecting the adoption of Green Procurement in the tertiary public training

institutions, whilst the current one focused on the same factors but in the groceries retail industry. Also the previous study had a small target population enabling it to use census technique and collect data from all respondents, whilst the current study used a sample of 40 grocery retail outlets out of a target population of 95 retailers.

2.2.2 Availability of Green Products

(Fredrick and Gordon; 2014), carried out study on determinants of Green Procurement adoption in the public sector. The target population of this study were officers in Kenya Pipeline Company (KPC) who were directly involved in the procurement function. Random cluster sampling method was employed to select a representative sample which yielded 90 members of staff from a population of 460. Semi-structured questionnaires were administered. Data was analyzed using regression analysis using SPSS (Statistical Package for Social Sciences). Anova findings showed that there was a correlation between the predictor's variables Green Supply Capacity and .adoption of Green purchasing.

The findings of the study indicated that in Kenya there is limited numbers of green suppliers who has the prerequisite technical and operational capacity to satisfy KPC green tender requirements. The research recommends that liberalized global trade had made it easy for KPC and other firms in the pipeline industry to source tenders globally at a competitive price paving way for availability of green product.

The study is in line with current study in that one of its objective commensurate with that of the prevailing study, in particular ascertaining the influence of green supply capacity as on Green Procurement. Differences can be seen as the previous study was done in the Public Sector, specifically in the Kenya Pipeline Company whilst the current study was done in Zimbabwe focusing on the retail sector. KPC also sources some of its requirements from international markets, which might differ from retailers involved in the current study which rely mainly on local supplies.

2.2.3 External Environmental Factors affecting the adoption of GP

(Khisia; 2005), carried out a research in South East Asia, and one of his objectives was to determine the drivers of Green Procurement adoption in parastatals. A survey design was adopted for the research design as the study sought to provide a broad overview of GP and to

cutter for a wide geographical area and to a large number of organizations. The population for the study was all parastatals in Kenya that is 127 parastatals as at June 2011. A sample of 63 was drawn using simple random sampling technique. Primary data was collected by using questionnaires and a five point Likert scale was used for questions regarding the specific objectives of the study. To establish the drivers of Green Procurement in the public sector, the drivers were analyzed using mean scores and standard deviations. Out of a sample of 63, 36 were collected and used in the analysis making a 57% response rate.

The study results indicated that environmental factors were amongst the top contributing factors determining the adoption of Green Procurement in Parastatals. From the eight internal and external drivers of green procurement legislation was found to be the most contributing factor. The researcher emphasized that there is need for legislation in the area of Green Procurement, to enhance Green Procurement in organizations. At the moment the research was conducted he indicated that the Public Procurement Act was silent on Green Procurement. With legislation in place and enforcement of such laws by relevant agencies the level of adoption could have been more.

The current study goes hand in hand with the current study in that it seeks to ascertain factors contributing to the adoption of Green Procurement. Also both studies were conducted in developing countries hence more similar environmental legislation, and procurement policies making the previous study more suitable for reference use. However the previous study was carried out to find out the adoption of Green Procurement in parastatals whilst the current one focused on retail outlets.

Chapter Summary

CHAPTER 111

RESAERCH METHODOLOGY

3.1 Introduction

Research methodology can be defined as an approach drawn to tackle a problem, (Anderson; 2008). This chapter will focus mainly on the methodology that was used to collect data for the study. The chapter is comprised by research design, targeted population, sampling design, research instruments, data analysis methods presentation procedures and summary. The rationale behind research design is that it prepares proper framework within which the study will be actually carried out.

3.2 Research design

A Descriptive Survey research design was adopted because it enables subjects to give more information on the issues of interest to the research (Mugenda; 2003). Survey is used when collecting information about subjects ensuring protection from bias and ensures reliability (Kothari, 2008). As explained by Green and (Tull: 2009), surveys involve specification of methods and proceedings for attaining needed information. They are the overall operational framework of the research work specifying information to be collected, source of origin and required procedures (Mugenda; *ibid*). According to (Saith; 2001), a survey allows the opportunity to view perception, attitudes and behavior of subjects under study.

3.3 Data Collection Procedures

Following the research philosophy and strategy described by the study, it is very crucial to adopt a procedure that produces results relevant to the study. Data collection for this research work was conducted through the following sources.

Primary Source

Secondary Source

3.3.1 Secondary data

As defined by (Heath; 2006), Secondary data refer to information previously collected and utilized by another person other than the one who collected it. Secondary data was sourced referring to materials such as journals, internet, past research and internal reports of the companies in relation to Green Procurement implementation. (Heath; ibd) emphasized the idea that, secondary data can provide a baseline for primary research to compare the collected primary data results to it.

3.3.2 Primary Data

For primary data the researcher conducted personal interviews with top procurement managers and procurement assistants available from different groceries outlets. This sought to assess the opinions from the personnel directly involved in procurement activities. Observation follow suit after interview aiming to obtain information on the availability of Green Products and Green Procurement Platforms. The method was also selected to assess the knowledge of Green Procurement from the interviewee, comparing their views and observed data provided. According to (Eriksson and Kovalainen; 2008) business research observation are an effective way to search and obtain information that does not exist in published announcements as subjects will be observed within their natural context.

3.4 Target Population

Population is the entire set of units for which the study data are to be used to make inferences (Kothari; 2003). Target population is hence a crucial element of the research design (Walker and Brammer; 2009). The target population consisted of 95 groceries retail outlets in the CBD of Harare town.

3.5 Sample

As defined by (Hart and Chris; 2014) a sample basically is a subset of a given population from which data is gathered. According to (Mugenda and Mugenda; 2003) a sample to be representative of the population must be at least 10% of the target population. For this research 40 retail outlets were sampled making sample intensity of 42% of the population using a Random Sampling method. All the 95 retail outlets were given numbers, and the numbers were placed in a container. Each card with a number for a specific retail outlet would be picked,

recorded and replaced, such that each number had the same probability of being selected (Khothari; 2003). The process was repeated until 40 different retail outlets were picked.

3.6 Research Instruments

3.6.1 Interview

As explained by (Stiffer and Garish; 2000) an interview is a verbal conversation between two people with the objective of collecting relevant information for research purpose. Aim of conducting interviews is to get opinions from participant's experiences (Namara; 2001).

According to (Heath; 2012) interviews establish rapport and motivate interviewees through clarifying questions clearing doubts. The researcher personally visited 40 Groceries Retail Outlets seeking assistance and approval to conduct interviews 36 (Thirty six) were accepted and 4 were rejected. The researcher targeted the staff which participated in procurement activities mostly top management, procurement managers and procurement assistants. An interview guide consisting structured questions was prepared sought the factors affecting GP in the Groceries Retail Sector. Respondent's opinion was noted and a recording schedule was used to capture data.

3.5.2 Observation

Observation is defined as a method of data collection in which researchers examine subjects within a specific research field, (Creswell and Peter; 2007). The method followed suit after interviews intending to assess availability of green products and was used as a check on the knowledge of Green Procurement in Groceries Retail Outlets. In identifying Green Products the researcher used eco-labels were used and they were categorized basing on the environmental information they carry and their overall use in Green Procurement (Hanks; 2008). The researcher personally visited the OK Zimbabwe Pvt Ltd seeking to conduct an observation study and the request was approved since the purpose of observation was fully explained, also with the help of an introductory letter from BUSE. OK Zimbabwe was used as products within the groceries retail industry are more similar within every grocery retail outlets in the country. A score sheet was used to record the availability of green products.

3.6 Data Analysis

(Gong; 2008) described data analysis as a process of inspecting, cleansing, transforming, and modeling data with the goal of discovering useful information, informing conclusions, and supporting decision making. Statistical Package for Social Sciences (SPSS) and Microsoft Excel was used in order to derive more informative results. This provided a conceptual framework of influences upon the propensity to engage in the research work into meaningful findings. This involved cleaning data for any errors arranging, unfolding and analysis. According to (Gong; ibd) in today's business, data analysis is playing a role in making decisions more scientific and helping the business achieve effective operation.

3.7 Data Presentation

Soon after data for the study was analyzed presentation followed suit. This was done in tandem to the research questions presented. Result of the research work was presented in descriptive form of graphs, tables and pie charts enabling easy interpretations by the end user.

Validity, reliability and confidentiality

3.8 Summary

The above chapter describes key components, building blocks needed for successful accomplishment of the research. It highlighted the research methodology to be used for the study. It encompassed key areas such research methodology, research design, ascertain target population, selecting an appropriate sample size, ascertaining research Instruments, data analysis and data presentation.

CHAPTER 1V

PRESENTATION ANALYSIS AND DISCUSSION

4.1 Introduction

This chapter brings to light the findings on the factors affecting the adoption of Green Procurement in the groceries retail sector hence a vital element of the research work. For analysis sake, the findings from the research methods are summarized to answer the questions under study. Data obtained will be presented in graphs, tables and charts.

4.2 Approval Rate for Interviews and Observation

Primary data was conducted via interviews and the second was done via observation. From 40 Groceries Retail Outlets the researcher targeted to collect data through interviews at most with one procurement representative within each groceries outlet. The researcher also targeted to

carry out observation study from 40 organizations. The approval rate is illustrated by the pie chart below.

Table 1 Approval Rate

Requisition to Collect Data	Sample Size	Successfully Approved	Failed to be approved	Response Rate (%)
Groceries Retail Outlets	40	36	0	85%
		0	4	15%
Total		36	4	100%

Figure 1: Source Primary 2019

(Thirty four) 34 Groceries Retail Outlets allowed the researcher to collect data whilst Six (6) denied .85 % response rate for was high enough allowing to research on the factors affecting the adoption of Green Procurement in the Groceries Retail Sector.

4.3 Demographics

Gender

The research sought to determine gender of the interviewees. The study found out that man consist the majority, whilst women consisted the minority as depicted below. From 34 participates who participated in interviews 26 (76.5%) were male and 8 (23.5%), were female. This is an indication that male counter parts dominate the Groceries Retail Industry. Illustration is shown by the pie chart that follows.

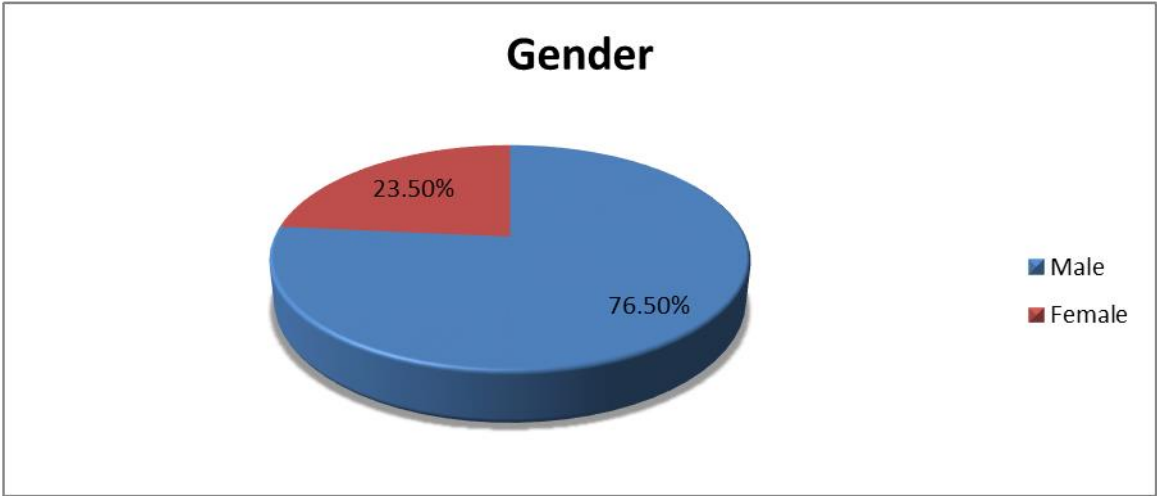


Figure 1: Source Primary 2019

4.4 Working Experience in the Retail Industry

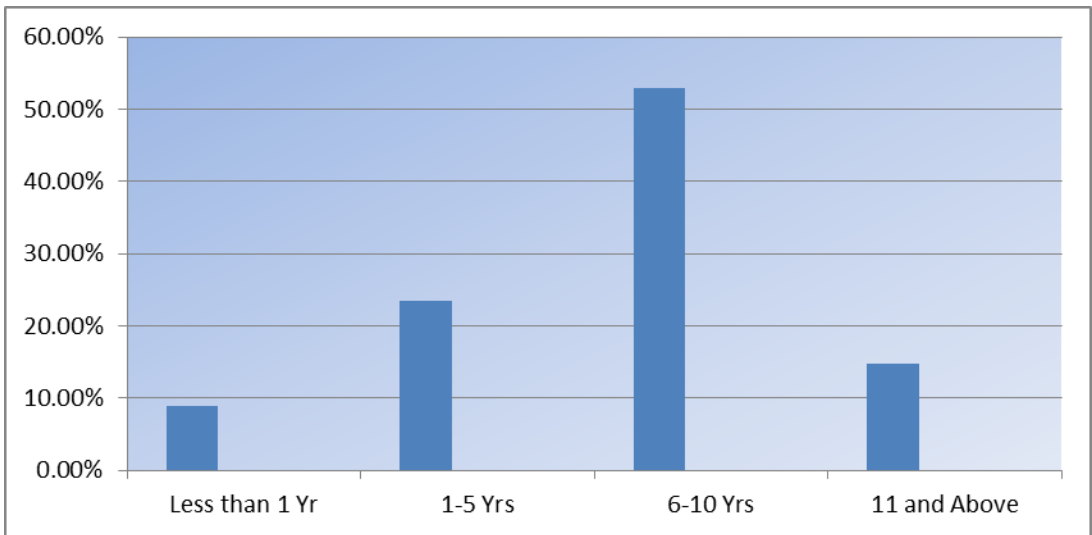


Figure 2: Source Primary 2019

The above bar graph indicates that interviewees with an age experience of a range 6 to 10 years contributed more to the study. An age range of 31 to 35 years contributed more to the study. This had a positive contribution to the study as interviewees had a better reasoning capacity. As supported by (Hart and Chris; 2014) high experience denotes more valid data input for the study. This was followed by a range of 1 to 5 years, 11 years upward and lastly less than 1 year with 23.53%, 14.7% and 8.82% respectively.

4.5 Professional Qualifications

Pie chart below shows that the highest level of qualification for most interviewees is degree level, followed by those with diplomas and certificate level. There are also a few respondents who have post graduate as their highest level of qualification as per respondents. This entails that the findings of the study are reliable since the participants were literate.

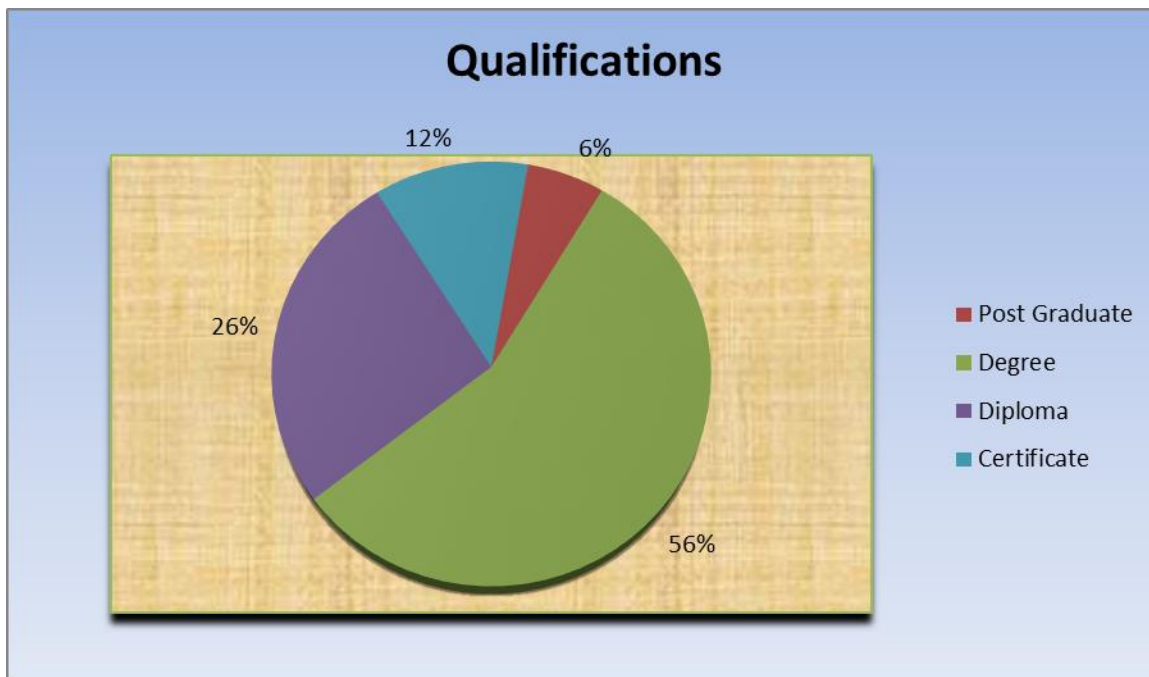


Figure 3: Source Primary 2019

4.6 Position held by the interviewees

Table 2 Position Held by the interviewees

Position	Number of Interviewees	% of Total
Management	6	17.64%
Procurement assistants	12	35.29%
Stores managers	7	20.59%
Stores Assistants	9	26.47
Total	34	100%

From table 1 above it can be noted that procurement assistants made the highest contribution with 35.29% followed by store assistants with 29.47%. This was followed by stores manager with 20.595 and lastly with management with 17.64%. All the interviewees where encountered in day to day procurement activities hence valid contributions to the study. From the findings 7 interviewees were members of Cips.

4.7 Knowledge about Green Products and Platforms

4.7.1 Awareness Level on Green Products

Interviewees were asked on their level of awareness on Green Products. The results are indicated by the pie chart below.

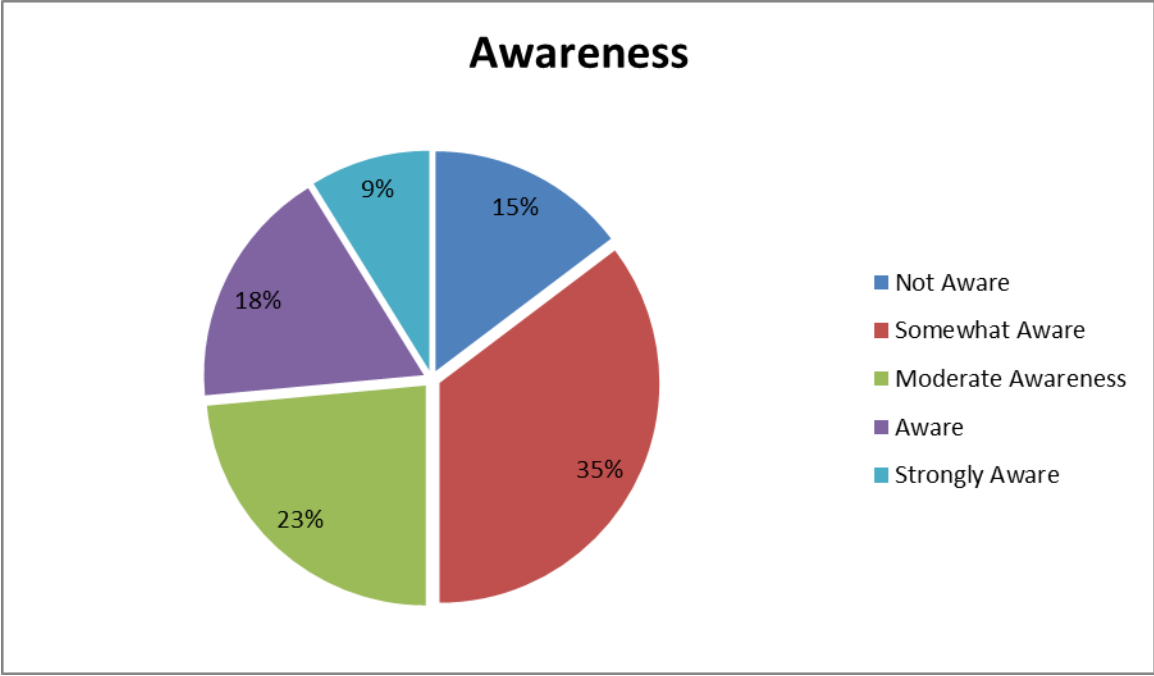


Figure 4: Source Primary 2019

The study sought to assess the knowledge of Green Procurement within the Groceries Retail Industry, findings shows that the biggest proportion, consisting 35% of the interviewees were somewhat aware of the green products. This was followed by a proportion of 23% of the interviewees which showed moderate awareness. According to (Murray; 2000) deficient in knowledge and awareness of Green products are inhibitors of Green Procurement adoption. 18%, 15% and 9% seemed to be aware, not aware and strongly aware respectively.

4.7.2 Level of understanding on Green Procurement Practices.

To assess knowledge win the groceries retail sector interviewees were asked on their level of understanding on the concept of Green Procurement practices. The findings are illustrated by the bar graph below.

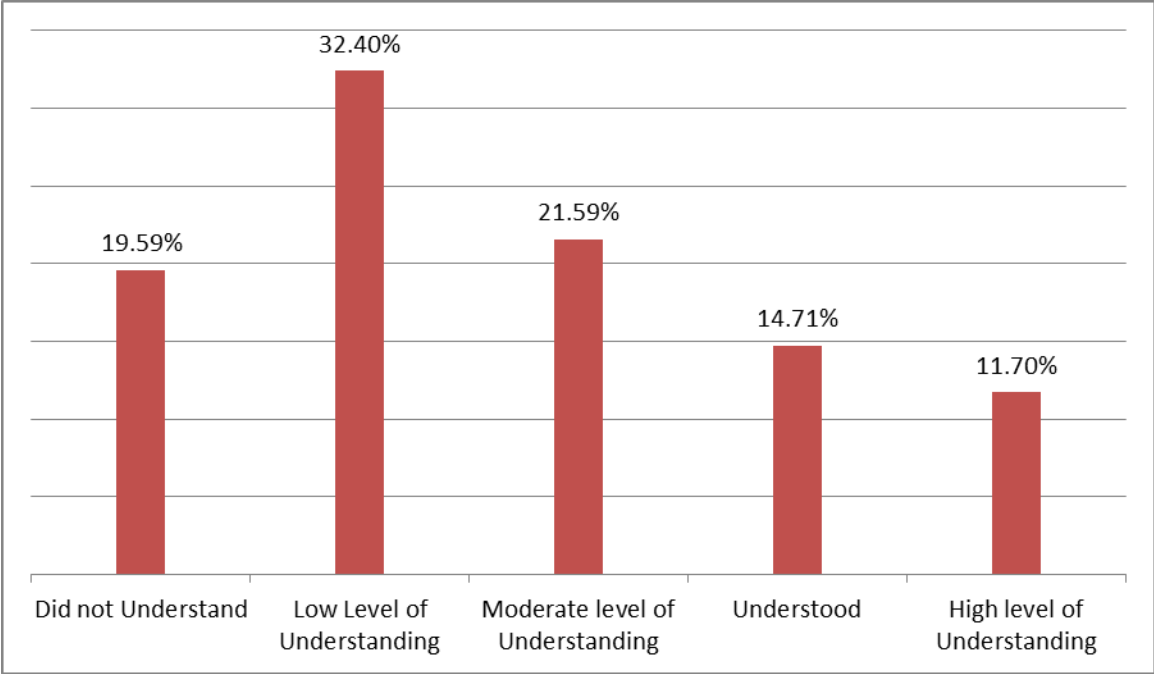


Figure 5: Source Primary 2019

Figure 5 depicts that a larger proportion of the interviewees (32.4%) had a low level of understanding of Green Procurement Practices. These interviewees could not clearly explain the concept. Second highest proportion of the interviewees (21.59%) had a moderate level of understanding of GP practices. Following suit was 19.59% of the interviewees which showed no understanding of GP practices, these interviewees found it difficult acknowledge a few basic facts about GP practices. The adoption of GP within the Groceries Retail Sector can be hindered as majority showed inadequate knowledge about GP practices. According to (Chen; 2015) confident expertise of purchasing practitioners is amongst the most vital success factors of GP. Findings also pointed that 14.71% understood and 11.7% had a high level of understanding of concept under study

4.7.3 Familiarity with product Eco-Labels (Environmental friendly Labels)

To assess deep knowledge on GP the researcher had to ask how familiar the Interviewees were as far as the knowledge of Eco labels. Findings were as follows.

Table 3 Familiarization of Interviewees to Eco Labels

(Familiarization)	Frequency	Percentage
Familiar	31	91.18%
Not Familiar	3	8.82%
Total	34	100%

Table

Out of 34 interviewees a larger proportion was familiar with product eco-labels existing within the Groceries Retail Sector with (91.18%) affirmation. The most identified eco labels were recycling, re usable and Standard Association of Zimbabwe (SAZ). A proportion of 38% of the interviewees seemed not to have known what eco labels are. As supported by (Diofasi, 2013) eco labels are important for setting official criteria for describing what makes an environmental friendly product an assist taking innovation with Green Procurement to a next level. A study by (Carter; 2008) also revealed that Eco labels are amongst the key tools which should be used in implementing GP both in specification development and verification on compliance with standards set.

4.7.4 Awareness Level on Green Procurement Platforms.

The research sought to found out knowledge of Green Procurement Platform within the Groceries Retail Industry. Interviewees were asked on their level of awareness on the subject matter. Findings were as follows.

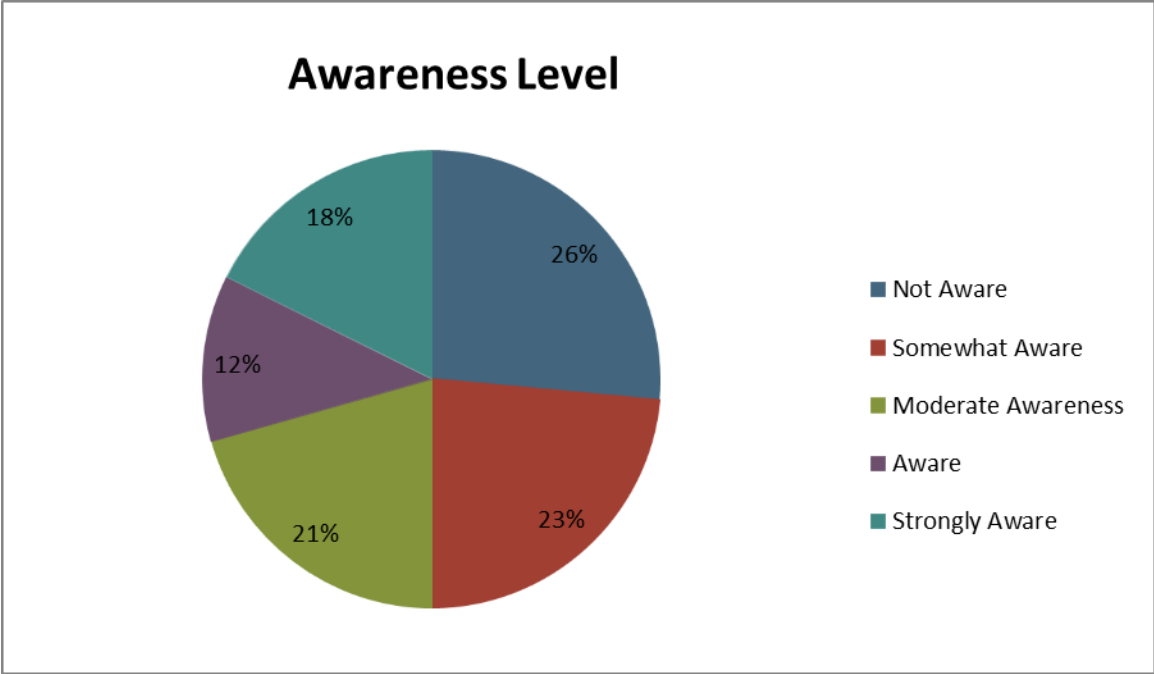


Figure 6: Source Primary 2019

As illustrated above, the biggest proportion 26% of the interviewees showed no awareness on the Green Procurement Platforms that exist in fostering GP practices. During interviews some interviewees could not at least acknowledge existence of such platforms and justify their existence. 23% of the interviewees showed awareness to somewhat extent showing a bit understanding of existing platforms to foster Green Procurement adoption. As noted by (Barney; 2001) GP Platforms require improvement on awareness and communication for GP practices to be deep rooted in action. 21% of the interviewees showed moderate awareness of the platforms that play a role in fostering GP uptake. 18% of the interviewees seemed to be strongly aware. A smaller proportion 12% of the interviewees seemed to be aware of the concept under study.

4.7.5 Level of understanding on Green Procurement Platforms

To further assess the knowledge of interviewees the researcher had to go deeper and ask interviewees to highlight what they understand about Green Procurement Platforms. The following findings were obtained.

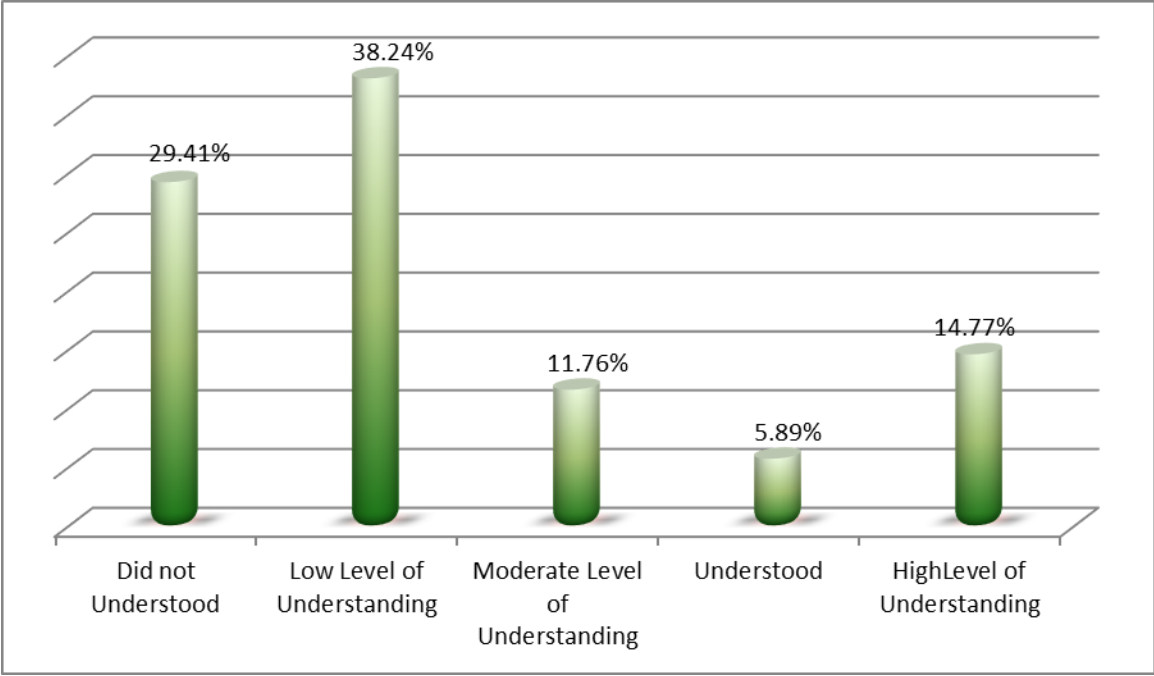


Figure 7: Source Primary 2019

Majority of the interviewees 38.24% highlighted low level of understanding about the concept. This hence means whatever efforts being made by the existing platforms were not strong enough to encourage environmental friendly practices. In essence they need to justify their existence. 29%.41 of the interviewees couldn't explain the basics on Green Procurement Platform available to encourage green practices in procurement.14.77% of the respondent showed high level of understanding, 11.76%, showed moderate level of understanding and 5.89% understood about Green Procurement platforms.

4.7.6 Familiarization to GP Platforms

Table 4 Familiarization of Interviewees to GP platforms

Familiarization	Frequency	Percentage
-----------------	-----------	------------

Familiar	11	32.4%
Not Familiar	23	61.6%
Total	34	100%

Above results showed little familiarization of the existing Green Procurement platforms within the Groceries Retail Industry with 61.6% failing to name any. A proportion of 32.4% managed to name some of the platforms that are prevailing most of them managed to have noticed the efforts by Environmental Management Act (EMA)

4.8 Availability of Green Products in the retail sector and adoption levels

4.8.1 Availability of Green Products

The study sought to find out the availability of Green Products in the Groceries Retail Sector. Observation was used to collect data on availability of Green Products within the Groceries Retail Sector and the research found adoption level as follows.

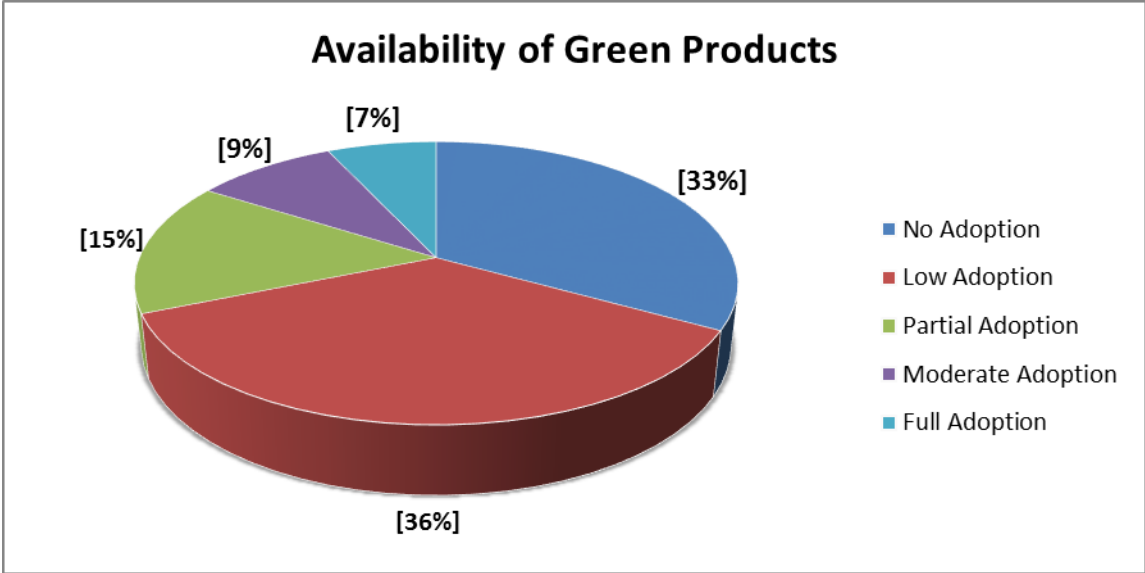


Figure 8: Source Primary 2019

In identifying Green products the researcher referred to product Eco labels. As Supported by (Hanks; 2013) Eco labels have a significant role in Green Procurement resembling an official and trustworthy information source about the environmental consciousness within different products. Procurers can refer to a specific eco label when laying down the environmental characteristics goods they wish to purchase (Bouwer; 2006). Findings showed that green products are available in the Groceries Retail Sector as 7% of the products had fully adopted Green Procurement. Products with moderate adoption constituted 9% and partial adoption with 15%. A proportion of 36% of the products showed low adoption.

4.8.2 Green Procurement Adoption Level

In assessing the adoption level in the Groceries Retail Sector the researcher made use of mean score. The idea was to ascertain the overall adoption level of Green Procurement within the sector. Findings of the study are as follows:

Table 5 Green Procurement Adoption Level

Adoption Levels	Frequency	Score Awarded	Total Score obtained
No Adoption	538	0	Nil
Low Adoption	580	1	580
Partial Adoption	248	2	496

Moderate Adoption	147	3	441
Full Adoption	113	4	452
Total	1626		1969
Mean Score			1.20

Table 6 Interpretation Scale

Scale	Interpretation
0.00 – 0.99	No Adoption
1.00 – 1.49	Low Adoption
1.50 - 2.49	Partial Adoption
2.50 - 3.49	Moderate Adoption
3.50 - 4.49	Full Adoption

Source: Sammuel 2011)

After data was collected environmental consciousness resembled by Eco-labels was used to award scores to product observed as shown above. Overall mean score was calculated posting a mean of 1.20. Relating to the interpretation scale the findings reflected low adoption of Green Procurement in the Groceries retail Sector.

4.8.3 Green Procurement practices in groceries retail sector.

To assess the adoption level of Green Procurement interviewees were asked if their organization consider the following practices to improve GP practices. The results depicts that an average of 77.81% strongly disagree to the accession that Green Procurement practices were being

exercised, 22.19% agree that GP practices were being exercised. This therefore from the results concludes that GP practices are practiced at a very low level. According to (Murray; 2000) it is important for organizations understand the concept of GP practices but acquiring necessary tools ensuring that the concept is put into practice is even more vital.

Table 7 GP Practices in Groceries Retail Sector

Questions on Green Procurement Practices	Response	
	YES	NO
Does your organization consider supplier visits to ensure products are manufactured in an environmental friendly manner?	26.47%	73.53%
Does your organization consider Eco Labels in Purchase Specifications?	0%	100%
Does your Organization make use of training programs to improve knowledge of environmental friendly practices in procurement?	32.35%	67.66%
Does your organization consider re use, recycle packaging materials on products to be procured?	8.82%	91.18%
Does your organization consider purchasing from suppliers who practice reverse logistics	25.93%	79.41%
Does your internal procurement policy consider environmental friendly purchasing practices	38.23%	61.76%
Does your organization consider procuring from suppliers who are socially responsible	23.53	76.47

4.9 Environmental factors affecting adoption of Green Procurement Practices.

4.9.1 Influence of the External Environment on Green Procurement

Table 8 Descriptive statistics relating to “Does environmental factors affect the adoption of Green Procurement

Response	Frequency	Percentage Contribution %
Yes	100	100%
No	0	0%

From the findings majority viewed the external environment as an influential to Green Procurement adoption position 100% affirmation. As highlighted by (Bouwer; 2006) , organizations act as a system interacting with their environment.

4.9.2 Extent to which adoption of Green Procurement is affected by different external environment factors.

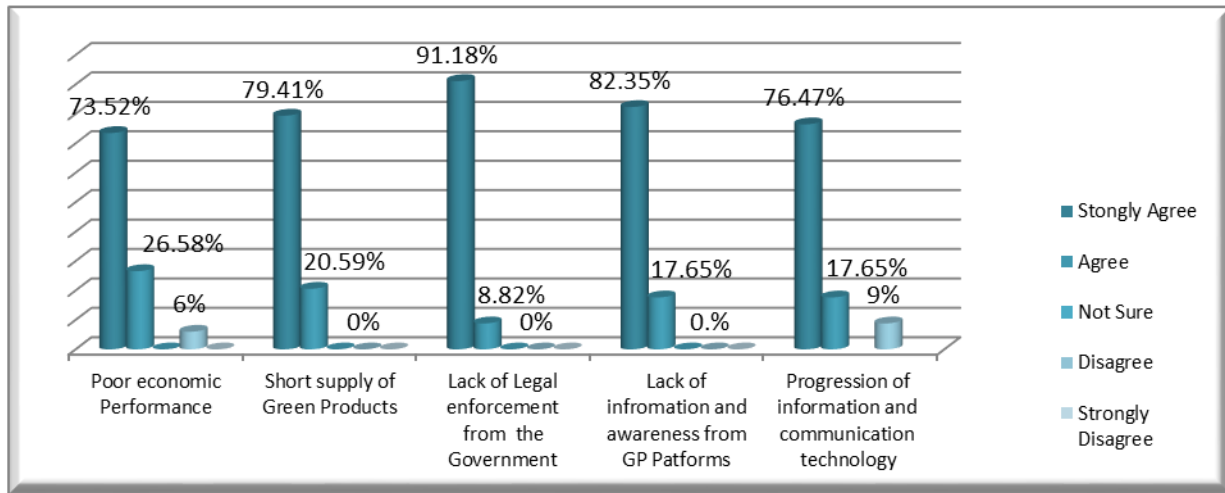


Figure 9: Source Primary 2019

Lack of legal enforcement from the government

In accordance to the research study, results above indicate that majority of the interviewees acknowledged that lack of regulations and legal enforcement from the government was the most contributing factor affecting GP adoption. 91.18% of the interviewees strongly affirm to this accession supporting it to be an extreme factor. Successful implementation of GP practices requires efforts from government bodies through legislation and strict regulations (Min; 2005). Government should concentrate on applying the green economy through imposing some regulatory decision such as, green investment law, renewable energy law and others aiming to foster Green Procurement (Murray; 2000). When the governments impose legislation on recycling, supply chain will accommodate products returned for recycling at end of life. As illustrated the findings 8.82% also agreed to this view.

Lack of information and awareness from GP platforms

Above findings indicate that 82.35% of the interviewees strongly agreed that lack of information and awareness from GP platforms was a contributing factor affecting GP adoption. As articulated by (Carter and Rogers 2003), successful implementation of GP is subjected to the knowledge of the concepts with purchasing practitioners. In a situation whereby environmental friendly

practices are not known, precautions will not be taken against such practices (Henshaw; 2003). A proportion of 17.65% also agreed to this notion.

Progression of information and communication technology

The above findings depicts that 76.47 of the total of the interviewees pointed progression of information and communication technology as an extreme factor on GP adoption in groceries retail sector. (Hart and Chris; 2014) contends that information systems and technologies enhance performance through provision of better communication, promoting innovation, and access to information and knowledge. A proportion of 17.65 also supported this notion. 9% disagree the view that information and communication technology affects the adoption of GP.

Short supply of green products

Results above depicts that 79.41% of the total interviewees strongly agree that shortage in supply of green products as an extreme factor affecting the Groceries Retail Sector in adopting GP. As emphasized by (Walker and Brammer; 2009) the supply side of the procurement transaction plays a crucial role in availability of greener produced goods and services. (Murray; ibd) also emphasized the view articulating that supplier reliability and product availability have negative impact on green sourcing. According to (Lysons and Farrington; 2012) other Green Procurement initiatives are hampered by unwillingness of suppliers to cooperate. From the responses 20.59% also agreed that short supply of green products affect adoption levels of Green Procurement.

Poor economic performance

From the finding 73.52% of the interviewees strongly agreed that poor economic performance play a part in the uptake of Green Procurement. According to (Bouwer; 2006) the role of economic performance attached to GGP, particularly perceptions of the financial viability of implementing GP practices play crucial role in shaping the degree to which GP policies are acted

upon since green or socially responsible products are often perceived of as being inherently more expensive than other products. Economic viability increases the chances of training and education services about GP practices in food retailers (Murray; 2006). 26.58% of the interviewees agreed economic performance as an influential factor however 6% disagree to the idea.

4.10 Summary

Within this chapter findings of this study were presented, assessed and discussed. The demographic of the participants to the study was presented and analyzed in detail. Also question by question analysis was used as a tool to analyses the findings where the findings were analyzed according to each group. The overall perception of this research and the interpretation showed that the findings of this study supported the notion that Green Procurement adoption is indeed affected by different factors. The findings of this study are interpreted and discussed with reference to the literature review described in chapter two. The following chapter will draw conclusions and recommendations to the study.

CHAPTER V

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

The prevailing chapter consists of the summary, conclusion and recommendations for the study. It seeks to make a bind on all findings made on the research, relating to the analyzed results in the previous chapter.

The study sought out to assess the factors affecting the adoption of Green Procurement in the Groceries Retail Sector using 34 Retail Outlets as a case study. Aim of the study was to assess the following influential factors to the adoption of GP, knowledge of Green Products and platforms, availability of green products and adoption level, and lastly environmental factors. The findings of the study revealed that the Groceries Retail Sector to a greater extent lacked knowledge about Green Procurement. Most of the interviewees showed low level of awareness and understanding on the concept of Green Procurement. Majority could hardly give a detailed explanation about existing green products (eco labels) and platforms whilst knowledge as such facilitates the work of procurers during Green Procurement processes.

Findings also pointed that in the Grocery Retail Sector green products were available but at different adoption levels. Further findings of the study pointed that the industry had adopted GP at a low level. This was evidenced as the adoption level indicated a mean score of 1.2 resembling low adoption referring to the interpretation's scale used. On statements relating to existence of GP practices in the groceries retail industries, sentiments from interviews indicated that little effort was being put to foster the GP adoption with 77.81% agreeing to this view.

On analyzing the environmental factors affecting the adoption of GP in the Groceries Retail Sector findings showed that influence existed with 100% affirmation by interviewees. Within the external environment for Green Procurement to prosper the study strongly pointed that lack of enforcement from the government was the most contributing factor. The findings of the study revealed that the following external environmental factors affect the adoption of GP, lack of

legal enforcement from the government, short supply of green products, poor economic performance, lack of information and awareness from GP Platforms and Progression of information and communication technology. This is evidenced by an average of 80.59% of the total interviewees who strongly agreed such being extreme factors affecting the adoption of GP. Most interviewees suggested that organizations are reluctant to adopt new practices hence provision of information and tools that could change behavior to favor environmentally preferable products is key.

5.2 Conclusion

The subsequent conclusions have been made in admiration to the research objectives stated in chapter one. The study objectives and the corresponding conclusions are made:

Notable concerns are prevailing at the present moment aiming to reduce the negative impact of firm's activities on the environment targeting to preserve the natural environment for upcoming generation. Environmental matters have become a pertinent issue hence the Groceries Retail Industry amongst others need to focus on commitment and availing more resources for ecologically sound Green Procurement. It was concluded that adoption of GP in the Groceries Retail Sector was at a low level. The groceries retail sector lacked knowledge about Green Procurement limiting adoption levels. To add with, within the external environment, short supply of green products, lack of information and awareness, progression of information and communication technology, poor economic performance and lack of legal enforcement from the government where the contributing factors affecting the adoption of Green Procurement. To attain environmentally sound purchasing practices in the Groceries Retail Sector hindrances arising from such factors must be averted. The study also found out that amongst external environmental factors lack of legal enforcement from the government marked an extreme factor affecting the Groceries Retail Industry to uptake Green Procurement.

5.3 Recommendations

- ✚ In light with the above conclusions knowledge about Green Procurement was lacking. The researcher recommends those in the top management within Groceries Retail outlets to train procurement practitioners on Green Procurement concept and regular refresher courses must be put in place in order to enhance the knowledge and skills for effective GP adoption. Emphasis should be on the benefits of adopting Green Procurement and the risks of not do as such.

- ✚ Furthermore the study recommends retailers in the groceries industry that initial investment in procurement of the necessary recyclable material, biodegradable materials, low energy consumption products is resource intensive while the subsequent outcomes of those products are not only advantaged to the end user but to the organization as continuity supply of materials will be secured not forgetting improved reputation. Retail outlets should regard the implementation of a sustainable purchasing strategy as a quality management project.

- ✚ The researcher also recommends platforms existing to foster Green Procurement to be more visible in their approach as fewer procurement practitioners in the Groceries Retail Outlets could hardly notice their existence. The idea here will be to install reliable and fast means of communication targeting to enable faster methods of sharing information about GP practices.

- ✚ The researcher recommends the government to align both legal and fiscal policies to enhance faster Green Procurement uptake in the groceries retail sector as adoption level is low. The regulatory mechanism should take the form of rules, laws and incentives that when enforced will result in constraints and inducement to groceries retail outlets to make necessary changes in their structures and processes. These actions may force organizations to behave in certain ways in order avoid penalties and encourage the use of

recyclable materials, waste reduction and conservation of energy. Some regulation decisions to be included involve green investment law, renewable energy law and other laws that encourage a green economy.

5.4 Further research

This research covers an assessment of factors affecting Green Procurement in Groceries Retail Sector. Similar research in other industry lines within Zimbabwe and countries can be of interest. This will allow the same factors to be explored if they can be generalized to affect the adoption of Green Procurement.

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Appendix 1
Research permit

Introductory letter

08 February 2019

To whom it may concern

REF: Research Project Assistance

I am studying towards a Bachelor of Commerce Honours Degree in Purchasing and Supply with Bindura University of Science Education. It is a requirement of the university that all students should carry out research projects in partial fulfilment of the degree's requirements. In partial fulfillment of the degree programme, the university requires that each student chooses a research topic pertaining to his/her area of study. My research title is: **Factors affecting the adoption of Green Procurement in the groceries retail sector in 2019.**

Documents attached to this letter are an interview guide and a checklist which will aid me in data gathering.. All the information provided is strictly confidential and will solely use for this academic purpose.

Your assistance in completing the attached permitting me to carry out a research will be greatly appreciated.

Thank you for your help.

Yours faithfully,

.....

Justice **[CONTACT DETAILS:** [Cell; 0783 439 527, justicebotee@gmail.com]

[SUPERVISOR: [Dr Mazuru; Cell 0773 020 747

Appendix 2:

Dear Interviewee

My name is Justice Bote. I am a fourth year student at Bindura University of Science Education studying B.Com degree in Purchasing and Supply. Information collected using this interview guide and check list will only be used in preparation of a dissertation in partial fulfillment of the Bachelor of Commerce Honors Degree in Purchasing and Supply.

Research Topic

Factors affecting the adoption of Green Procurement in the groceries retail sector in 2019.

Purpose of Research

The findings of the research will be used to assess the factors affecting the adoption of Green Procurement in the groceries retail sector in 2019. The predictable benefit of this study is that firms in the groceries retail industry will get a clear picture of how to embrace the Green Procurement. It will assist in knowing areas in need for improvements consideration in order to effect environmental practices. This will allow Groceries Retail Outlets to save on scarce resources and therefore securing continuous business operation.

I am kindly appealing for your help in conducting an interview and a survey. Your contribution to this research is significantly appreciated. The information provided should be for academic purposes and shall be treated with the necessary confidentiality and there is no right or wrong, good or bad answers. Only your honest or valuable opinions matters.

Should you require further clarity, may you please contact the researcher at justicebotee@gmail.com or call +263 783 439 527.

Section A: Personal Details

1. Please tell me your Name of

2. Gender Male Female

3. Kindly tell me your Age (Specify)Years

4. What is your Organization's Address

.....

5. Kindly provide with Personal Email Address

6. Experience on Post (Specify)

7. Professional Qualification: Certificate Diploma

Degree Post Graduate

8. Position occupied in the Organization

Management Procurement Assistant

Stores Manager

Stores Assistant

9. Membership to a Professional Body YES NO

10. If Yes, Name of the Body:

Section B

Knowledge about Green Products and Platforms

11. Kindly explain how aware are you about green products. The likert scale used denotes:

1= Not Aware; 2= Somewhat Aware; 3 = Moderately Aware; Aware=4; Strongly Aware=5.

Awareness Level	1.		2.		3.		4.		5.	
-----------------	----	--	----	--	----	--	----	--	----	--

12. Kindly enlighten me on your Level of understanding on Green Procurement Practices? The Liker scale used denotes:

1= no understanding, 2 =Low Level of understanding, 3 = Moderate Level of understanding, 4 =Understood, 5= high Level of understanding.

Level Of Understanding	1.		2.		3.		4.		5.	
------------------------	----	--	----	--	----	--	----	--	----	--

13. Which product Eco- labels (Environmental Labels) are available in line with the products you procure?

(A) Familiar [] (B) Not Familiar []

14. Kindly explain how aware are you about Green Procurement Platforms, on a scale from 1 to 5? The liker used denotes:

1= Not Aware, 2= Somewhat Aware, 3= Moderately Aware, 4= Aware, 5= Strongly Aware.

Level of Awareness	1		2		3		4		5
--------------------	---	--	---	--	---	--	---	--	---

15. May you enlighten your level of understanding on Green Procurement Platforms on a scale from 1 to 5? The Likert scale used denotes:

5= Understood; 4= Moderate level of understanding; 3= Low Level of understanding 4= No understanding

Level of Understanding	1.		2.	3.		4.		5.	
------------------------	----	--	----	----	--	----	--	----	--

16. May you note any Green Procurement Platforms are you are familiar with?

Familiar Not Familiar

Section B

Availability of Green Products in the retail sector and adoption level

Product Check List

Product Observed	Description	Eco Labels				
		[No adoption]	[Low Adoption]	[Partial Adoption]	[Moderate Adoption]	[Full Adoption]
		NO ECO-LABEL OBSERVED	Type [1A] Include: -Disposal Labels (or Equivalent)	Type [1B] Include: -Recyclable label -Re use label (or Equivalent)	Type [2A] Include: -SAZ label -FSC Label (or Equivalent)	Type [2B] Include: -PEFEC label, LEAF label, EU ECO-LABEL (or Equivalent)
Bread	Proton					
	Lobels					
	Bakers inn					
	Retailer's own baked					
Cooking Oil	De-lite					
	Olivine					

Source: Primary 2019

Note: Environmental consciousness resembled by Eco-labels will be used to rate products as follows.

Scores will be awarded as follows:

No Eco label = 0 Score; **Type [1A]** = 1 Score; **Type [1B]** = 2 Scores; **Type [2A]** = 3 Scores; **Type [2B]** = 4 Scores

17. Does your Organization consider the following practices to improve environmental friendly practices in Procurement?

Questions on Green Procurement Practices	Response	
	YES	NO
Does your organization consider supplier visits to ensure products are manufactured in an environmental friendly manner?	9	25
Does your organization consider Eco Labels in Purchase Specifications?	0	34
Does your Organization make use of training programs to improve knowledge of environmental friendly practices in procurement?	11	32
Does your organization consider re use, recycle packaging materials on products to be procured?	3	31
Are there measures put in place to monitor continuous supply of Green Products.		

Section C

Environmental factors affecting adoption of Green Procurement Practices.

18. In your suggestion does environmental factors affect the adoption of Green Procurement in the groceries retail industry?

19. In your Opinion how do you Agree/Disagree to the fact that Environmental Factors influence the Adoption of Green Procurement? Licker scale used denotes

1= Strongly Disagree; 2= Disagree; 3= Not Sure; 4= Agree; 5= Strongly Agree

Influence of External Environmental Factors	1.	2.	3.	4.	5.
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20. For the past 3 years because of External environment how do you agree to the extent to which the following external environments influence the adoption of Green Procurement within the Groceries Retail Industry? The likert scale denotes.

Key: Strongly Agree [SA], Agree [A], Not Sure [NS], Disagree [D] and Strongly Disagree [SD]

Factor	SA(5)	A(4)	NS(3)	D(2)	SD(1)
Lack of Legal Enforcement.					
Lack of information and awareness from Green Procurement Platforms.					
Short supply of Green Products.					
Poor Economic Performance					

information and communication technology					

Any other comments

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Thank you for your cooperation