

**DETERMINANTS INFLUENCING EFFECTIVE ADOPTION OF GREEN
PROCUREMENT PRACTICES BY AIRLINE INDUSTRY IN KENYA**

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**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILMENT OF THE
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ABSTRACT

Green procurement (GP) is becoming a cornerstone of environment policies globally. The high purchasing power of airline industries is a market factor with enormous potentialities and as a result the awareness on the role of green procurement in supporting sustainable consumption and production patterns is vital for the airline companies both as a policy instrument and as a technical tool. The aim of this study was to establish the determinants influencing effective adoption of green procurement practices by airline industry in Kenya. Specifically the study was guided by the following objectives: To establish the extent to which perceived costs influence the adoption of green procurement practices by airline industry in Kenya; To establish whether staff involvement influence the adoption of green procurement practices by airline industry in Kenya; To assess whether supplier Availability influence the adoption of green procurement practices by airline industry in Kenya and lastly To establish whether Organisational Culture influence the adoption of green procurement practices by airline industry in Kenya. The study adopted a descriptive and exploratory research design, target population consisted of thirteen (13) airline companies operating in Kenya while target population comprised of procurement staffs. A survey method of data collection through questionnaires was used. The study revealed that perceived costs influences green procurement practices in the airline industry in Kenya. Airline companies are often hesitant to purchase environmentally friendly products due to high initial cost. The findings showed that staff involvement influences green procurement practices and staff should understand how green procurement is in their area. Further it was revealed that the availability of sustainably produced goods and services for the ability of organisations adoption and implementation of green procurement is very important. It was concluded that cost concerns are the most serious obstacles for taking environmental factors into account in the purchasing process also study concluded that the extent to which there is support for green procurement. The study recommends that airline companies need to acknowledge immediate costs, such as higher purchasing prices, as well as long term costs, such as electricity costs and the cost of environmental clean-up. The green procurement function should be made a part of the required competencies of senior managers, and efficient discharge of this function should be made a performance requirement of senior management in procurement departments. Further, it was recommended that there is need to carry out a similar study in other industries for example banking, telecommunication, and manufacturing among others and see whether the same results would be replicated, or if not to see what type of results will come out of the said industries.