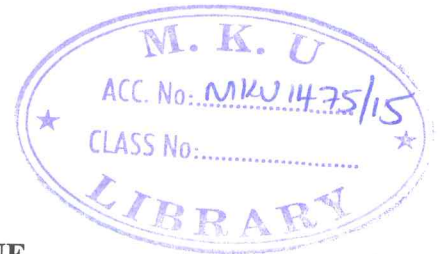


**CHALLENGES THAT FIRMS FACE IN EMBRACING GREEN PURCHASING
WHICH HINDER THE DEVELOPMENT OF A GREEN SUSTAINABLE ECONOMY
IN KENYA**

(A case study of The Coca-Cola Company)



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ABSTRACT

The aim of the study was to explore the challenges that firms encounter in their bid to practicing green purchasing so that they can achieve a green economy that is sustainable.

The study sought to identify the particular challenges, the possible causes of the challenges, and the information available to all stakeholders on green purchasing.

The researcher sought to know what the firms are doing to cope up with the challenges they are encountering and then establish what needs to be done to address this problem.

The study was carried out at the Coca-Cola Nairobi bottlers in Embakasi and targeted the employees of the company. The researcher administered questionnaires and interviews to collect her data. Under some cases she used direct observation and recorded the state of affairs as they were on the ground.

Descriptive research was used and both qualitative and quantitative methods of data analysis were used.

The researcher selected a sample of 30 respondents from a target population of 100 employees using stratified sampling. The questionnaires had both structured and unstructured questions for the study.

The researcher presented her data using pie charts which gave a clear picture of her findings and she gave a brief interpretation on of the data.

The researcher recommended that, intensive public awareness should be carried out to educate the members of the public on their role in the achievement of a sustainable green economy.