EFFECT OF GREEN MARKETING PRACTICES ON ENVIRONMENTAL PERFORMANCE OF KISUMU WATER AND SEWEREGE COMPANY LTD, KENYA

BY

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DECLARATION

I declare that this research project has not been presented anywhere for any award and that all sources of information have been acknowledged by means of references.

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DEDICATION

I dedicate this paper to Mr. & Mrs. Ochoro's family and their generation to come; you have always stood by me.

ABSTRACT

Environmental conservation is a key activity that any organization would put into consideration for sustainable development of the organization, its customers, suppliers, stakeholders and the public. Kisumu Water and Sewerage Company (KIWASCO) formed in the year 2003 to mitigate against water scarcity. The water coverage in Kisumu is below 50% and sewerage 8%. Therefore, access to safe and affordable water and dignified sanitation are the main challenges facing the residents of Kisumu. Due to low sewerage coverage, most low-income residents use self-constructed pit latrines for sanitation. As is the case for many cities in the developing world, sewerage networks are limited in Kisumu, serving only 20% of households. Green marketing practices such as green product, sustainable distribution and green pricing have an upper hand in improving quality of product delivered and contribute to achievement of organizational environmental performance. Previous studies have explored various aspects of green marketing practices such as green purchasing, green supply chain management, green process and green supplies. None of these studies established the link between green marketing practices and environmental performance particularly in the context of water utilities. Consequently, the effect of green marketing practices on environmental performance of KIWASCO Company is not known. Therefore, the purpose of this study was to examine the effect of green marketing practices on environmental performance. Specifically, the study sought to establish the effect of green product, sustainable distribution and green pricing on environmental performance. The study is guided by stakeholder's theory in correlation study design. The study population constituted 181 employees of KIWASCO, out, of which a sample of 168 respondents constituted mostly was the technical team at various plants, drawn using a proportionate stratified sampling technique. Pilot results showed reliability test of a Cronbach's Alpha coefficient between 0.701 and 0.777. Validity of the study was determined through expert review. The findings revealed that green marketing practices collectively accounted for 55.6% *(R^2 =0.556, p=0.000)* variation in environmental performance at KIWASCO. It was further revealed that dimensions of sustainable green product *(B = 0.466, p= 0.001)* and sustainable distribution *(B =0.343, p = 0.000)* both had significant positive influence on environmental performance at KIWASCO. The study concludes that both sustainable green product and sustainable distribution practices are all critical antecedents of environmental performance. Therefore, the study recommends to the management of KIWASCO to intensify the implementation of practices such as sustainable green production and sustainable distribution as they are positively associated with environmental performance. The results of the study will be useful for the managers in public water utilitie as it give insight on how to re-design their green marketing practices in order to contribute better organization performance. Additionally, the study provided new knowledge on the areas of green marketing practices and their likely effects on environmental performance.

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LIST OF ABBREVIATIONS

KIWASCO	Kisumu Water and Sewerage Company
UFW	The Unaccounted for Water
UNEP	United Nations through their
CSR	Corporate Social Responsibility
NAAG	National Association of Attorneys-General

DEFINATION OF TERMS

Green Marketing practices	Green Marketing is a comprehensive and responsible strategic management process that identifies, anticipates, meets and fulfills the needs of stakeholders, to obtain a reasonable remuneration, not adversely affecting human well-being or the natural environment.
Environmental performance	Environmental performance is the relationship between an organization and the environment.
Green Product	Products with natural ingredients, non-toxic chemicals, and products that do not harm or pollute the environment
Green price	A green price is a price ready to be paid by consumers of the environmentally friendly products.
Sustainable distribution	Sustainable distribution involves the moving and transportation of product from one point to another with little degradation to the environment.
Toxin Chemical	Toxin chemicals are hazardous wastes generated after a chemical reaction.
Green Energy	Is useful energy that is collected from renewable resources, which are naturally replenished, on a human timescale, including carbon neutral sources like sunlight, wind, rain, tides and geothermal heat.

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CHAPTER ONE
INTRODUCTION

1.1Background of the Study

The effect of hominoid activity on our situation has increased rapidly becoming a major concern to all stakeholders including government and non-governmental organization, private companies and the public in general. Hence, environmental conservation is a key activity that any organization would put into consideration for sustainable development of the organization, its customers, suppliers, stakeholders and the public. Administrations all over the biosphere have now become concern about developing green marketing regulations, Surya & Vijaya (2014). Deficiency of mother earth is fashionable quickly and our land is revolving into an intangible jungle. We all are opposite severe environmental damage, which affects all deeply. Labors are in place worldwide to alleviate this marvel so that our future cohorts can thrive on. Since ecological issues effect all human doings, societies now have become more concerned with ecological management, (Shruti & Vandana 2017). This is also experienced in United States (US) where the Federal Trade Commission and the National Association of Attorneys-General have industrialized extensive leaflets investigative green marketing subjects [FTC 1991, NAAG 1990], Polonsky (1994).

According to Professor Gurmeet (2013), green or environmental marketing entails all actions designed to produce and enable any proposed interactions of human needs or requirements, such as satisfying these needs and desires, with minimal adverse impact on nature. Environment. Sandeep and (Dorjesh & Upasana et al, 2011) refers to green marketing as a holistic marketing idea where products and facilities are produced, promoted and removed in a way that is less harmful to the environment while increasing awareness about hints of global warming, non-biodegradable solid waste, the harmful impact of pollutants, etc., and this What has been tested extensively for saving water, reducing green gas emissions, reducing toxic pollution, and cleaning indoor air or recycling easily, Othmani (1993).

Green marketing was first discussed and defined by the American Marketing Association in 1975 during preparation forSeminar on "Environmental Marketing", Yakup and Hatice (2016). Sustainable green marketing originated in the late 1980s and early 1990s. Evolution occurred in three phases, paying attention to environmental markers to help identify glitches and providing

medicines. Environmental marketing where the focus has changed to technology, the innovation product that takes care of pollution and waste, and sustainable green marketing that became important in the late 1990s and early 2000s includes gathering the needs of the present without compromising the ability of future generations to meet their own needs. ”Surya and Vijaya (2014). Green marketing benefits businesses where there is a general trend of transparency, communication, amplifying awareness of sustainability issues and adding to the overall value of the marketing mix, Pittsburgh, Pennsylvania, (2014) Green marketing today has moved from a trend to a way of doing business and the companies involved must bear in mind The value of turning to the environment and incorporating this massage into its marketing program and making that connection with consumers, Shruti & Vandana (2017).

Green marketing is a broad field that has proven difficult to study, and thus the authors have later contrasting perspectives with similar and dissimilar results making it a multiple construct dimensions when we talk about "economic" metering, there are different opinions regarding achieving sustainability with the economy the reluctance of "politics" to control the blueprint and decision-making process required by the company to turn green. In addition, the “technological” dimensions indicate that for businesses to transition to a green environment, a fundamental change in technology and the production process is required. Understanding consumer needs helps a company determine whether “product greenness” is an appropriate feature and how it should be integrated into a marketing mix, Neeti & Irum (2016).

The business dictionary defines a product as a good or service that closely sees supplies of a particular market and crops sufficiently profit to justify its sustainable existence. Greening can be evident as an activity to count goods and utilities by minimizing environmental impact during the manufacturing cycle, Bambang & Widji & Achmad (2017). We prefer to classify the green product as a product with a less conservative or less harmful effect on human fitness than the older product, Matthew (2011). Before 1980, there were few products in the United States that were marked as environmentally friendly and the only exclusion was the organic and natural products in the food industry that thrived. The idea of “green” products emerged in the late 1980s and early 1990s, but it was not until the beginning of the twenty-first century when concerns about global warming and the depletion of natural resources began to gain momentum that “green” became natural and began to influence the practices of product manufacturers, air

quality sciences (2010). The marketer's role in managing the construction includes as long as product designers with market-driven trends and customer needs for green product traits such as Energy Saving, Organic and Green Chemicals, and Local Sources, Surya and Vijaya (2014).

Green products must meet or exceed consumer expectations by delivering promised consumer value and providing substantial environmental benefits, Sandeep et al (2011). Measures for these green products include - the use of recycled products in the production of products, the use of "green" energy (such as wind and geothermal energy), and the reduction of production waste (in both energy and materials (Vaishnavi et al, 2015). Products with natural ingredients, non-toxic chemicals, and products that do not harm or pollute the environment, Rajasekaran et al (2013). Water is one of the essential products in the existence of human life; sustainable water should contain fewer chemicals after treatment.

Empirical evidence of the existence of connection between sustainable distribution and sustainable development are there but in different context. For instance, Trebilcock (2010) found out that adopting green building techniques by the companies sees their growth and become the largest institutions promoting sustainability. Opriş, Brătucu, and Palade (2015) researched on sustainable distribution in the textile industry and found out that it will be important if the producers in the textile industry take care of distribution channel until the product gets to the customers. Janatyan and Rabieh (2018) studied sustainable distribution in the pharmaceutical industries and found out that it is important for managers to come up with better models that will see the products leave the company to the consumers across the world with little hiccup between the channel. Muma, Nyaoga, Matwere and Nyambega (2014) studied on green supply chain management in tea industry and found out that green supply chain management has a positive effect on firm's environmental performance. Furthermore the above studies (Trebilcock,2010; Opriş, Brătucu, and Palade, 2015; Janatyan and Rabieh, 2018 and Muma, Nyaoga, Matwere and Nyambega , 2014) have all focused in other context such as customers interacting with the company, textile industry, pharmaceutical industry and tea company which is different from and not related to water utilities. Consequently, the effect of green product on environmental performance of KIWASCO Company is not known.

According to Lifelong Learning Programme (2018) a green price is a price ready to be paid by consumers of the environmentally friendly products. A sustainable water price is a price that will

reflect true costs and thereby induce efficient water production and consumption, (2) promote optimization or the achievement of least-cost solutions to providing water service, (3) achieve equity in terms of incorporating cost-sharing practices as needed to enhance affordability, and (4) enhance the long-term viability of the water utility, Beecher & Shanghai, (2016). Price is one of the most important marketing mix items and many scientists consider the price as one of the most important elements of the market, which increases not only profits, but also market share, Margarita (2016). Most consumers will only be prepared to pay additional value if there is a perception of extra product value. This value may be improved performance, function, design, visual appeal, or taste, Sandeep et al (2011). It is ascertained by various factors including cost of material, product differentiation, competition, market share and the customer's perceived value of a product, Meera (2012).

The concept of sustainability suggests a high degree of self-reliance and the devotion of internal resources to systemic problems. Beecher & Shanghai (2016). Your pricing approach should reflect the appropriate positioning of your product in the market and result in a price that covers your cost per item and includes a profit margin, (AICC). A sustainable price should be efficient i.e. Cost-based price signals to guide production and consumption, ensure optimality in terms of Least-cost options for infrastructure and operations, viable Financially, managerial, and technical capacity of the water system and promote Equity Cost sharing and affordability, Beecher & Shanaghan, (2016).

Past empirical literature suggests that there exists a relationship between green pricing, green purchasing and firm's performance in different context. To illustrate this Biswas (2016) studied on consumer willingness to pay for green products and found out that product price, availability, performance and quality have the highest momentum on consumer's intention to pay the green premium. Munene (2011) studied on green purchasing as best practice in procurement of flights in Kenya Airways and found out that there is limited scope to incorporate green purchasing in purchasing decisions of core products and even less for support product. Chin and Dawei (2015) studied on green purchasing on corporate environmental performance in Malaysia and found out that green product, green process and green supplies are significantly and positively related to environmental performance. Choi (2011) studied on environmental and economic dimensions of sustainability and price effect on consumer's response and found out that consumers respond

more negatively to the company's poor commitment to caring for the environment than to the company's poor commitment to economic sustainability. Furthermore, the above studies (Biswas, 2016; Munene, 2011; Chin and Dawei, 2015and Choi, 2011) have all put more emphasis on other context such as retailers, Kenya Airways LTD, corporate in India and consumers in Britain, which is different from and not related to water utilities. Consequently, the effect of green product on environmental performance of KIWASCO Company is not known.

According to sustainability journal, the environmental performance of countries can be defined as a country's ability to produce environmental public goods, Isabel &Rosa (2014). On the law insider website Environmental Performance means the efficiency of the:(a) consumption of energy;(b) consumption or use of water;(c) waste generation and management; and (d) consumption or other resources involved in the development, use and/or operation of the Property and/or the Building, measured by the extent to which the climatic or environmental impacts of such development use and/or operation are minimized or ameliorated. Barrack (2015) alludes that environmental performance describes a performance of the organization in relation to ecological effects of goods procured by an organization by taking to less environmentally damaging activities. Understanding the relationship between environmental performance and corporate performance is important, as companies are increasingly required to be both profitable and environmentally responsible, Wolfgang & Ramona (2011).

According to Ministry of environment Japan (2003) environmental performance Traces its roots to the 1960s, environmental politics is approaching middle age. Although groups, societies and civilizations have been co-evolving with their natural environments throughout the history of humankind, modern nation states have only recognized the environmental problem as a political issue since the beginning of the 1960s.With 20 years of experience, the EPI reveals a tension between two fundamental dimensions of sustainable development: (1) environmental health, which rises with economic growth and prosperity, and (2) ecosystem vitality, which comes under strain from industrialization and urbanization, Environmental Performance Index Report (2018). Today's environmental problems including global warming, mass generation of waste, and release of a vast volume of harmful chemical substances are the consequence of the accumulation of environmental burdens caused by normal business activities and daily consumption activities, Ministry of environment Japan (2001).

Air quality remains the leading environmental threat to public health, In 2016 the Institute for Health Metrics and Evaluation estimated that diseases related to airborne pollutants contributed to two-thirds of all life-years lost to environmentally related deaths and disabilities, Environmental Performance Index Report (2018) To measure environmental performance, we use the Environmental Performance Index (EPI), which takes into account objectives, policy categories and indicators corresponding to environmental health and ecosystems, Isabel & Rosa (2014)..Environmental performance indicators would facilitate environmental communication with stakeholders if they were included in environmental reporting, Ministry of Environment Japan (2001).The commonly used environmental performance indicators include; number of environmentally related injuries and illnesses, quantity of hazardous wastes generated, quantity of toxic chemicals released into the environment, quantity of wastes recycled, quantity of wastes well disposed of and level of emission, Barrack (2015).Other indicators include lagging indicators, which measure outputs such as pounds of pollutants emitted or dis-charged; leading indicators, which are in-process measures of performance; and environmental condition indicators, which measure the direct effect of an activity on the environment, Global Environmental Management Initiative(1998).

KIWASCO was established through the reforms that took place in the water sector nationally and based on the decision to privatize essential services. The Company was established in July 2003 as an independent company after the transformation of the water and sewerage department of the Kisumu Municipal Council. The core objective of KIWASCO is to make the water and sewerage services provision a commercial activity that generates sufficient revenue to sustain its operations. Its Vision is to be the most admired service provider and a mission of providing quality water and sewerage services for improved livelihoods. KIWASCO's core values are integrity, professionalism, creativity & innovation, customer focus, and teamwork. The KIWASCO slogan is "Refresh Life". KIWASCO offer the following water services: Bulk water sales, Water treatment, Water sampling for quality guarantee, Laboratory water quality tests for private water services, Daily surveillance of water pressure to ensure reliable supply to consume, Maintenance of water service lines, leak repairs and pipe replacement, Connections to grid water, and opening accounts for new customers and Notification of water interruptions. It also offers

the following Sewerage Services, Sewerage treatment and disposal, unblocking sewer lines and Repair of burst sewer lines.

The key stakeholders in KIWASCO are the board of directors who are overall managers of the company, the suppliers of various materials for water processing, consumers, media and the public at large. KIWASCO in their operation face some challenges affecting their performance and stakeholder satisfaction. According to the International journal of innovative and research development (2019, the water coverage in Kisumu is below 50% and sewerage 8%. Therefore, access to safe and affordable water and dignified sanitation are the main challenges facing the residents of Kisumu. Due to low sewerage coverage, most low-income residents use self-constructed pit latrines for sanitation. According to the Journal of Water, Sanitation and Hygiene for Development (2020), as is the case for many cities in the developing world, sewerage networks are limited in Kisumu, serving only 20% of households. Residents of Kisumu County will have to contend much longer with the perennial water crisis in the city until the construction of the Soin-Koru multipurpose dam is complete, the county government has revealed, Kenya News Agency (2021). The water utility in 2007 had water losses (unaccounted-for) of 66% due to vandalism, leaking pipes and non-payment of bills, world urban campaign (2008-2013). In Kisumu, treatment is done at the Dunga Water Treatment Plant, while the water from the Kibos River is treated at Kajulu Water Treatment Plant. It should be noted that a number of car washes have been installed on the Lake Victoria shore, for instance at Kichinjio beach. These businesses pollute the lake with oil spills and chemicals and therefore threaten the quality of the water for Kisumu and its surrounds, Maoulidi (2010). According to Business Daily Kisumu's socio-economic expansion over the last five years has caught city planners flat-footed, according to data from the Kenya National Bureau of Statistics, the population of Kisumu County stands at 968,909. This is almost double the city's population in 2000.

1.2 Statement of the Problem

Environmental conservation is a key activity that any organization would put into consideration for sustainable development of the organization, its customers, suppliers, stakeholders and the public. Although Kisumu County has a piped water supply, the demands of water consumption is still a severe problem due to increase in population over time, Environmental Impact & Social Impact Assessment Study Report (2017). According to the International journal of innovative

and research development (2019), due to poor investment in the water sector, only a fraction of the city's water demand is met through surface water works. The water coverage in Kisumu is below 50% and sewerage 8%. Therefore, access to safe and affordable water and dignified sanitation are the main challenges facing the residents of Kisumu. The majority of residents get water from numerous self-supply wells because piped water is either intermittent or unavailable. Due to low sewerage coverage, most low-income residents use self-constructed pit latrines for sanitation. According to the Journal of Water, Sanitation and Hygiene for Development (2020), as is the case for many cities in the developing world, sewerage networks are limited in Kisumu, serving only 20% of households. Approximately 70% of households rely on latrines constructed over simple pits and about 5% of households, predominantly in middle- and high-income areas, use latrines linked to underground concrete vaults or septic tanks. The challenge that is facing the City is inadequate distribution network to rapidly cover many people who need to be reached but cannot without expansion of the current network, KIWASCO Annual Audit report of 2017. Residents of Kisumu County will have to contend much longer with the perennial water crisis in the city until the construction of the Soin-Koru multipurpose dam is complete, the county government has revealed, Kenya News Agency (2021). Green marketing practices such as green product, sustainable distribution and green pricing have an upper hand in improving quality of product delivered and contribute to achievement of organizational environmental performance. Previous studies have explored various aspects of green marketing practices such as green purchasing, green supply chain management, green process and green supplies. None of these studies established the link between green marketing practices and environmental performance particularly in the context of water utilities. Consequently, the effect of green marketing practices on environmental performance of KIWASCO Company is not known. Therefore, the purpose of the study was to examine the effect of green marketing practices on environmental performance.

1.3 Objective of the study

1.3.1 General Objective

The main objective of the study was to examine the effect of green marketing practices on environmental performance of KIWASCO.

1.3.2 Specific Objectives

The study was guided by the following specific objectives

i. To determine the effect of Sustainable product on Environmental performance of KIWASCO.
ii. To establish the effect of Sustainable distribution on Environmental performance of KIWASCO.
iii. To examine the effect of Green pricing on Environmental performance of KIWASCO.

1.4 Hypothesis of the Study

To realize the outcome, the following hypotheses will underpin the study

I. H01.Sustainable green product does not significantly affect environmental performance in
    a. KIWASCO

II. H02.Sustainable distribution does not significantly affect environmental performance in
    a. KIWASCO

III. H03. Green pricing does not significantly affect environmental performance in a KIWASCO.

1.5 Scope of the Study

The study has been delimited by the title, which is to examine the effects of green marketing practices on environmental performance in KIWASCO. Undertaken at KIWASCO, which is water utility company based in the lakeside city of Kisumu. As such, focused on getting the views of the employees mostly from the technical operation department who are also Kisumu residence. Conducted within a period of six months. The variables that the study focused on included: Green marketing practices along its three dimensions namely: Sustainable product, Green pricing and sustainable distributions

1.6 Justification of the Study

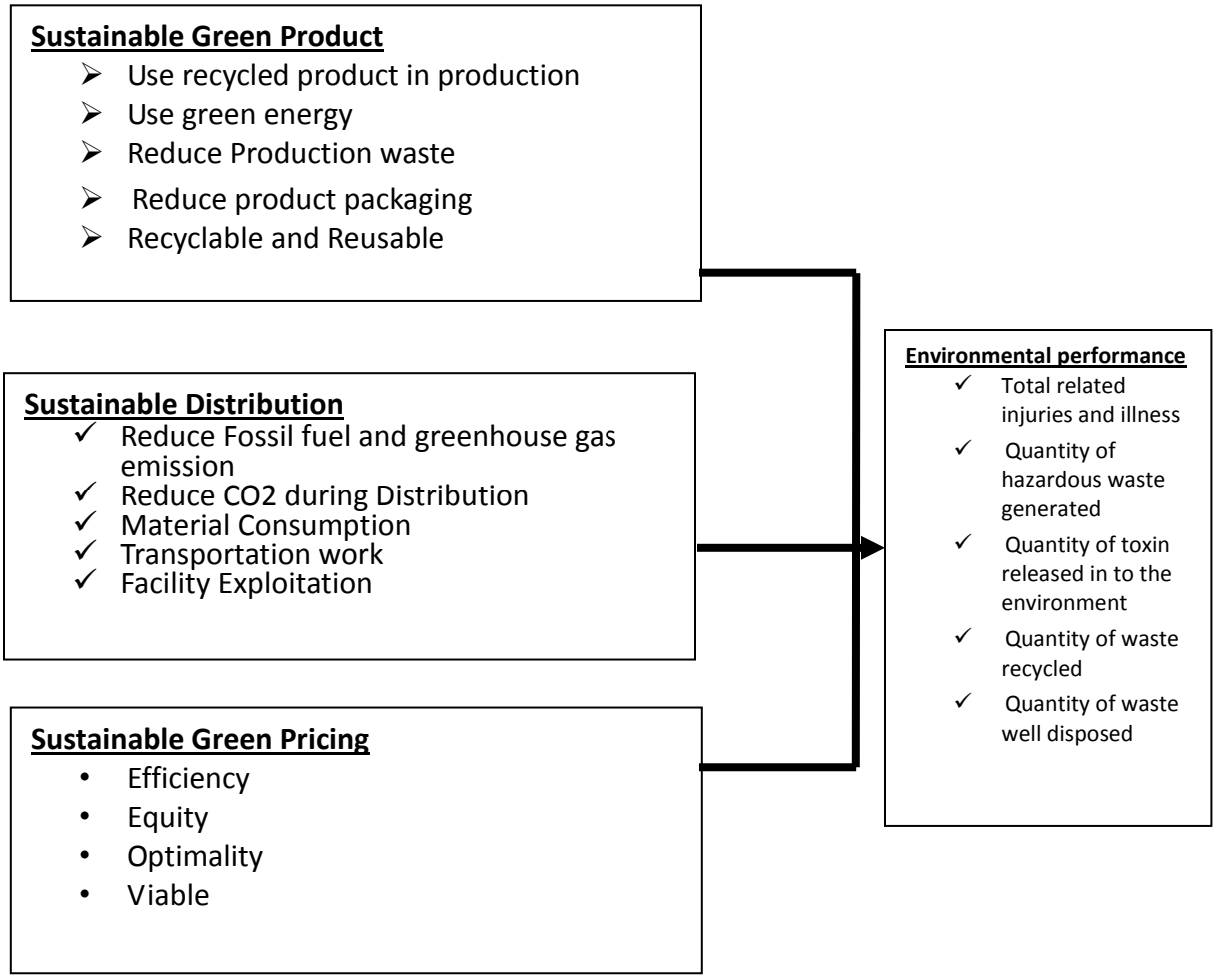
Despite the fact that Kisumu is located next to Lake Victoria, which is the second largest freshwater lake in the world, Kisumu residents still face frequent water shortages, poor water quality even after treatment and poor sanitation. KIWASCO faces many challenges related to productivity and inefficiency to fulfill its mandate. The water coverage in Kisumu is below 50% and sewerage 8%. Therefore, access to safe and affordable water and dignified sanitation are the main challenges facing the residents of Kisumu. Due to low sewerage

coverage, most low-income residents use self-constructed pit latrines for sanitation. As is the case for many cities in the developing world, sewerage networks are limited in Kisumu, serving only 20% of households. Long lines, ineffective services. There is no doubt that water resources have always played a major role in the formation and growth of cities around the world, and thus their planning and management have been important factors in shaping and directing the forces of urbanization. Urbanization in turn has altered the nature of the water resource, degrading its quality, redirecting its flow, and at times effectively destroying its potential as a resource for unrestricted human use. Thus, urban water resource management poses unique problems to the urban planner, not least of which is the understanding and realization of a sustainable land use framework. Green marketing practices must ensure access, quality environment and assurance of economic viability. Study will be important in a number of ways. For example, KIWASCO will use the results of the study to improve its efficiency and productivity for service so that it can effectively meet their expectations. Moreover, KIWASCO may find the study results helpful in the formulation operation strategies that will effectively enhance productivity and efficient service delivery to meet the demand of water and safe disposal of waste in Kisumu. The Kisumu Water and Sewerage Company (Kiwasco) is faced with challenges in cleaning the water for use and hence had been forced to ration the commodity

1.7 Conceptual framework

The conceptual framework shows the relationship of the variables of the study. On the left side are the independent variables while on the right side are the dependable variables. According to the framework, green marketing practices will be an independent variables sub categorized as green pricing, sustainable distribution and green product whereas employee environmental performance will be the dependent variables. It is hypothesized that green marketing practices along with its dimensions will influence employee productivity.

Figure 1.1


Sustainable Green Product
Use recycled product in production
Use green energy
Reduce Production waste
Reduce product packaging
Recyclable and Reusable
Sustainable Distribution
Reduce Fossil fuel and greenhouse gas emission
Reduce CO2 during Distribution
Material Consumption
Transportation work
Facility Exploitation
Sustainable Green Pricing
Efficiency
Equity
Optimality
Viable
Environmental performance
Total related injuries and illness
Quantity of hazardous waste generated
Quantity of toxin released in to the environment
Quantity of waste recycled
Quantity of waste well disposed

CHAPTER TWO
LITERATURE REVIEW

Environmental sustainability is increasingly becoming a major concern across the world thus pushing all the institutions to come up with better practices that favor the environment. According to Gewald & Pesa (2012), the United Nations through their UNEP program focus on coming up with better environmental strategies that will see their increase in environmentally safe activities. The increasing challenges that include human activities, the higher levels of pollutions among others are a threat to the environment thus there is a rapid need for change and adopting green strategies to increase higher chances for our surroundings and the next generation (Jacobsen, Webster & Vairavamoorthy, 2012). KIWASCO is a water managing body and thus should be the leader in coming up with better environmentally friendly strategies that will help teach and educate people on environmentally friendly practices. People are learning and adopting green products and activities and are willing to pay for higher wages for them because they understand their impacts and thus such organizations should adopt and promote similar products (Castro & Hella, 2009). People depend on the environment for their daily activities thus it is important for organizations to introduce and encourage people to adopt the green practices that will then develop into traditions.

2.1 Theories of the Study

The theory of planned behavior (TPB) by Ajzen focuses on the people's behaviors and their preferences on the market when shopping and their likelihood to choose environmentally friendly products (D'Souza, Taghian, Sullivan-Mort & Gilmore, 2015). Most of the developed markets have broadened their markets such as in Europe where the buyers have a variety of environmentally friendly products compared to developing nations. The concept proves that the people's behaviors tend to improve and change depending on the changes that they incur and experience making it easier to increase productivity. To achieve green marketing practices companies have to be ready to face numerous changes to the current ways of operation.

The study also adopted stakeholder's theory on the basis of its emphasis on the stakeholders of an organization and how to manage their interests, needs and viewpoints. According to Fontaine, Haarman and Schmid the theory emphasizes on the way businesses involve the shareholders, employees, customers, suppliers, governments, and non-governmental organizations, international Organizations, and other stakeholders is usually a key feature of the Corporate

Social Responsibility (CSR) concept. The CSR is a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis. KIWASCO being involved in the supply of most needed commodity in life, which is water, are a major stakeholder in the environmental conservation of Kisumu County.

2.2 Concept of the Study

Jacobsen & Webster (2012) explained that major green marketing practices need to involve people who will then see them perform and influence environmental performance. KIWASCO is in charge of water and sanitation in Kisumu and is a measure that includes the environment and people's health, so they can use the concept as a benchmark for marketing environmental practices (Jacobsen, Webster and Farafamurthy, 2012). KIWASCO distributes water that includes a channel from natural resources to treatment plants and is subsequently piped to users and storage tanks. They are also responsible for the wastewater disposal, which directs the waste to the treatment plant and its treatment and the safe water, which is disposed back to the natural resource. With this in hand, it is even more important for them to observe established standards and involve green practice to improve the environment. People need to understand the effects of activities on them personally even before society as a whole before they can commit them, and thus practices must include people. While there is an overwhelming amount of academic literature on green marketing practices in Western countries, the literature on Eastern Europe and Africa is limited. Thus, the case study presented in this study will be an attempt to bridge the gap in the academic literature on green marketing practices regarding land use issues in African countries, Kenya and Kiwasco in particular. The study also explores the possibility of enabling Kisumu to realize its full potential by taking advantage of the unique advantage and strategic location on the shores of Lake Victoria.

2.2.1 Green Marketing Practices

Green Marketing is a comprehensive and responsible strategic management process that identifies, anticipates, meets and fulfills the needs of stakeholders, to obtain a reasonable remuneration, not adversely affecting human well-being or the natural environment, Bhat and Kansana (2016). KIWASCO can incorporate practices such as green pricing, green products, green logistics and disposal. The concepts will allow the company to interact with consumers in

a more honest and clear capacity in that its practices will be environmentally friendly, while promoting its green services and products, and this will help push consumers to imitate as well (Poshen, 2015). For example, the fact that the company actually deals in water and sanitation is a positive thing but it should include proper disposal programs and getting services and distributing them to people. These measures will make it easier for consumers to learn about their efforts and thus adopt their beneficial practices in comparison to traditional practices. Green Marketing is a concept that opens opportunities in new markets or investments by increasing consumers' roles and obligations to preserve the environment, Ahmed (2012).

2.2.2 Sustainable Green Product

Sustainable green products include those elements that offer environmental, social and economic benefits while protecting public health and the environment throughout their entire life cycle, from raw material destruction to final disposal, Iannuzzi (2016). Notable examples of these products include, but are not limited to, clothes made from recycled fabrics, reusable coffee mugs, stainless steel beverage bottles, wool shoes, beverage bottle caps, and more. KIWASCO can develop strategies aimed at ensuring that products that people use at social events or gatherings are beneficial to the environment and community organizations and add economic value. In this regard, the basic parameter is the use of natural resources and energy, and their discharge into the air, water and soil to help protect the environment. The range of sustainable products takes into account a number of factors, such as customer satisfaction, life-cycle positioning, substantial improvements, continuous developments and competitive offerings, Iannuzzi (2016).

2.2.3 Sustainable Distribution

Sustainable distribution involves the moving and transportation to the consumers and this involves the piping, delivery and collection of the wastes from the Kisumu residents, Opriş, Brătucu & Palade (2015). The company deals with collections of wastes and proper disposal in the various designated sites thus it is important for them to use the proper friendly pipes that are not led or plastic. The vehicles should also be hybrids or low fuel consumers to make them ecological and practical to the campaign, Nyilasy, Gangadharbatla, & Paladino (2014). The company discourages its users not to use chlorine in their water because of the potential impacts while dumping the water back into Lake Victoria.

2.2.4 Sustainable Green Pricing

A sustainable water future depends on appropriate price signals, Beecher and Shanaghan (2016). The basic idea of green pricing revolves around the price points that consumers want to meet to purchase green products and services, Ahmed (2012). KIWASCO must use appropriate publicity and create awareness that will see their practices embraced by people. The company must inform the people that their procedures are as important as the proper disposal of waste collected and properly disposed of which reduces costs at a later age. KIWASCO can educate people about reducing the use of plastic products and if they do, they must dispose of them in the right way to avoid costly costs and future procedures for disposing of them (Myles, 2014). The concept helps people become aware of the costs or impacts of their activities and thus choose KIWASCO green alternative measures. The success of the green pricing program depends on several factors. The level of consumer interest is important in designing a successful plan; Consumers must demonstrate their interest in the concept and willingness to pay for adoption of environmentally preferable utility services. It should be understood that the level of people's understanding and willingness to adhere to green pricing will vary according to their different income and uses patterns; Business customers must be convinced that green pricing can contribute to their projects, and some may not find it effective, Ahmed (2012).

2.2.5 Environmental Performance

According to the English Encyclopedia, environmental performance is the relationship between an organization and the environment. They include the environmental impacts of consumed resources, the environmental impacts of the regulatory process, the environmental impacts of their products and services, product recovery and processing and meeting environmental requirements of the law. It is important for KIWASCO to make efforts to overcome environmental pollution and even move forward in promoting environmentally friendly practices while teaching the community how to adopt them. The company adheres to national standards for the environment and those of the United Nations Environment Program and all that requires all organizations to adopt environmentally friendly practices, Jacobsen, et al. (2012). In general, this information system should be based on a set of indicators chosen through dialogue with all stakeholders. In this regard, an increase in the development of indicators by environmental specialists was noted, linked in particular to the local agenda 21. One of the first initiatives in this regard was implemented in 1992 at the United Nations Conference on Environment and

Development held in Rio. De Janeiro, also known as the Earth Summit, specifically in Chapter 40 of Agenda 21, which states the important need to develop sustainability indicators (including environmental indicators) that can be internationally accepted in order to provide a solid basis for decision-making at all levels and contribute to Sustainable Development, Alvarez, Galindo, Villardon and Rosa (2014).

2.3 Empirical Literature

2.3.1 Sustainable green product and environmental performance

Ilker Murat (2012) conducted a study on the impact of green product innovation on company performance and competitiveness of Turkish manufacturing companies from various sectors. This study aims to encourage companies to implement green product innovation in order to improve the performance of their companies and enhance their competitiveness. It also includes the mediating role of managerial environmental concerns in this relationship. The study adopted the descriptive design data collected through a questionnaire-based survey and analysis done using structural equation modeling from 140 Turkish factories. The study found that green product innovation significantly positively impacts a company's performance and competitiveness. On the other hand, managerial environmental concern only modifies the relationship between green product innovation and company performance. The results also provide various implications for managers and make some suggestions for future research. In conclusion, green product innovation positively impacts the company's performance and competitiveness. The result showed the strong and significant impact of green product innovation on company performance and competitiveness, confirming the innovation literature.

Rajasekaran and Gnanapandithan (2013) conducted research on green product and innovation for sustainable development in India in Coimbatore - Tamil Nadu state. The primary objective of the study is to realize the requirements for innovative green products for today's global market and to try to determine the negative impact of non-green products. The study relied on descriptive design data collected from secondary sources and analyzed the data using descriptive analysis. The study reveals that so-called green products or organic products have a greater positive impact on humanity and help eliminate some of the issues related to green technology. This gives a clear indication that it helps in sustainable development.

Osuga and Okello (2015) conducted a study on waste management and its effects on environmental performance in Kenya, Comply timber processing firm located in Nakuru County. Used descriptive statistical analyses to explain the independent and dependent variables while inferential statistical analysis; correlation analysis conducted to test guided by the stakeholder's theory. The study results revealed that waste management has positive effect on environmental performance. The study therefore recommends that organizations should have clear written down waste management policies to improve on environmental performance Weng, Chen and Ching (2015) conducted a study on Effects of Green Innovation on Environmental and Corporate Performance in Taiwan.This study examined the influence of a number of factors on green innovation and the consequences in terms of performance. Adopted descriptive design with the use of a research model with eight hypotheses proposed to determine the associations between the variables of interest. An empirical survey was conducted of 202 Taiwanese service and manufacturing companies. The study found that a moderating effect of innovation orientation existed only in the relationship between green product innovation practices and employee conduct. In conclusion, "Going green" has been an emerging issue worldwide driving companies to continuously enhance their green capabilities and implement innovative green practices to protect the environment and improve business performance.

From the literature mentioned above, it is clear that there is a link between green product and company performance in a different context For example, Ilker (2012) found that green product innovation significantly influencing the company's performance and competitiveness, Rajasekaran and Gnanapandithan (2013) studied green product innovation for sustainable development in India and found that green product has a more positive impact on humanity in terms of sustainable development. Osuga and Okello (2015) studied waste management and its impact on environmental performance using a descriptive research design and found a positive relationship between waste management and environmental performance. Weng, Chen, and Ching (2015) studied the effects of green innovation on environmental and corporate performance and discovered that there is a moderating effect of orientation towards Innovation only existed in the relationship between green product innovation practices and employee behavior. The studies mentioned above are not without limitations. For example, Ilker (2012) focused on overall company performance rather than environmental performance measures. Likewise, Rajasekaran and Gnanapandithan (2013) focused on sustainable development rather than environmental performance measures. Osuga and Okello (2015) focused on waste

management rather than green products. Weng, Chen, and Ching (2015) focus on green innovation in environmental and corporate performance while focusing their findings on green product innovation and employee behavior. Moreover, all the studies mentioned above (ilker, 2012; Rajasekaran and Gnanapandithan, 2013; Osuga and Okello, 2015 and Weng, Chen and Ching, 2015) have focused on another context such as the service sector, manufacturing, provincial government and the Indian context which is different from water utilities. Not related to it. Thus, the impact of the green product on KIWASCO's environmental performance is unknown.

2.3.2 Sustainable distribution and Environmental Performance

The article "Crate & Barrel: The sustainable distribution trendsetter" by Bob Trebilcock (2010), focuses on the large retailer store taking the initiative to change and improve their adoption of environmentally friendly systems. The study used a descriptive research design whereby he follows the origin of the company dating back to the 1960s. The author is depending on other sources such as the internet and other material sources such as books, journals to collect information. The research focuses on the numbers of customers that the company interacts with across the United States, Canada, Mexico, Colombia, Russia and other countries in the Middle East. The population size is approximately 100000 people. The research proves that the company is adopting measures such as recycling and reusing of their wastes from construction sites. It is adopting the green building technique that is seeing it grow and become one of the large institutions across three continents to promote sustainable building. The company is also partnering with other interior design companies with similar visions to come up with better practices towards a better environment. Most companies tend to come up with technology that will both favor the environment and increase their income especially in the current decade where the world is focusing on the environment. Crate and Barrel are trying to change that through the furniture and construction front that will see them improve on the concept of green building (Trebilcock, 2010). According to Opriș, Brătucu and Palade (2015), Romania has a profitable textile industry, and the fact that sustainable distribution exists makes it easy for the country to make money and ensure sustainable development. The purpose of the article is that companies spend heavily on distribution, and thus it is important to devise a single distribution channel that is sustainable and thus efficient. The research uses a descriptive research design that requires different parties to collect data through observation and interaction with the goal that includes

direct data collection. The research includes three textile industries, which include broad textile mills, narrow textile mills, and woven fabric factories. The research demonstrates that it will be important for producers in the textile industry to pay attention to the distribution channel for the product to reach the consumers. This concept will make it easy to reduce dependency, and alter the technologies and costs that will ensure sustainable distribution across the channel.

According to Janatyan & Rabieh (2018), pharmaceutical companies in this case Darupakhsh Distribution are a major brand worldwide in the pharmaceutical industries. Firms should recruit sustainable distribution channels that will help improve the company's social, economic and environmental opportunities. Research includes exploratory research because they have to find alternatives across a broader matrix that help them function well. This measure will make it easy to increase productivity especially through online research and performance benchmarks across other organizations that will help manage their distribution issue. It is important for managers to come up with better models that will see products leave companies to consumers around the world with little to no channel hiccup. The concept facilitates increasing productivity and reducing levels of pollution or rather waste and therefore it is important to use the best technologies that ensure sustainable productivity.

Muma, Nyaoga, Matwere and Nyambega (2014) conducted a study on Green supply chain management and environmental performance among tea processing firms in Kericho County-Kenya.The study adopted a correlation study design. Data was collected from all the 32 tea processing firms in the County and analyzed using SPSS. Multiple regression models were developed and used to establish the effect of green supply chain management on Environmental Performance. The study established that green supply chain management has positive effect on environmental performance. The study therefore recommends that managements of tea processing firms and other manufacturing firms adoptgreen supply chain management practices in their supply chain operations. The literature mentioned above provides evidence of a relationship between sustainable distribution and sustainable development in a different context. For example, Trebilcock (2010) discovered that the adoption of green building technologies by companies is seeing them grow and become the largest institutions promoting sustainability. Opriş, Brătucu and Palade (2015) conducted research on sustainable distribution in the textile industry and discovered that it would be important for producers in the textile industry to pay

attention to the distribution channel in order for the product to reach the customers. Janatyan and Rabieh (2018) studied sustainable distribution in the pharmaceutical industries and discovered that it was important for managers to come up with better models that would see products leave the company to consumers around the world with few channel hiccups. Muma, Nyaoga, Matwere, and Nyambega (2014) studied green supply chain management in the tea industry and discovered that green supply chain management has a positive effect on a company's environmental performance. Moreover, the above studies (Trebilcock, 2010; Opriş, Brătucu, and Palade, 2015; Janatyan and Rabieh, 2018 and Muma, Nyaoga, Matwere and Nyambega, 2014) all focused in another context such as customer interaction with the company, the industry Fabric. , Medicine and tea making company that differs from and is not related to water utilities. Thus, the impact of the green product on KIWASCO's environmental performance is unknown.

2.3.3 Sustainable green pricing and environmental performance

Biswas (2016) conducted research on consumer willingness to pay for green crops among retailers in India. The study relied on the use of structured questionnaires to collect data and used least squares natural regression and variance analysis to analyze the data. The results of regression recommend that price, accessibility, performance and quality be the greatest motivation for consumers' goal to pay the green price premium. Thus, the concern about price and quality are the main backgrounds for the increase in the market in green products. Thus, producers of crops with green qualifications must promise greater value for money through development in beneficial topographic designs for products to improve consumer face value from practicing products to combat competition with traditional market alternatives that are usually offered at a lower price.

Monini (2011) conducted research on joining green buying as the best iteration of in-flight products at Kenya Airways Limited in Kenya. The objectives of the study were to identify the ways in which Kenya Airways Limited incorporates green procurement as a best practice in purchasing products on board as well as the challenges of integrating green procurement. This was qualitative research focusing on gathering accurate and precise facts and then the data collected was analyzed using content analysis. The results showed that there is an incomplete scope for incorporating green procurement into the staple crop acquisition decision and even less

for supportive products. The study recommends taking into account the environment in getting it may include seeing the setting from the start.

Chen and Dawei (2015) research on green procurement practices on corporate environmental performance in Malaysia. The study adopted descriptive design data collected using questionnaires from 156 different manufacturing industries, and all questions were measured using Likert scales consisting of five points: 1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Agree And analysis using the Statistical Package for Social Sciences (SPSS). The results show that green products, green process, and green resource are significantly and positively associated with environmental performance. Ultimately, the results could provide useful guidance for Malaysian manufacturing companies in implementing green procurement practices as well as provide a starting point for more empirical research in the region.

Choi (2011) has conducted research on the environmental and economic dimensions of sustainability and the effects of price on consumer responses among companies in Britain, thus, the study examines how the two domains of sustainability (i.e. the environmental and economic scale) and price affect customer responses. The study adopts an untested design to demonstrate that consumers prefer sustainability in both bands by providing reliable reviews of the company and the intent of the acquisition. In comparison, consumers respond more negatively to the company's weak commitment to climate care than the company's weak commitment to economic sustainability. We also find that consumers do not respond favorably to lower prices when they have material about a company's poor environmental sustainability. Looking at the literature mentioned above, it is clear that there is a correlation between green pricing, green buying and company offering in a different context. To illustrate this, Biswas (2016) studied consumer willingness to pay for green products and discovered that product price, accessibility, presentation, and differentiation have the highest momentum in the consumer's intent to pay a green premium. Monini (2011) studied green procurement as a best practice in purchasing Kenya Airways flights and discovered that there is limited scope for incorporating green procurement into staple crop purchasing decisions and even less for a support product. Chen and Dawi (2015) studied green procurement on the environmental performance of companies in Malaysia and found that green products, green operation, and green supplies are significantly and positively related to environmental performance. Choi (2011) examined the environmental and economic

dimensions of sustainability and the effect of price on consumer response and found that consumers respond more negatively to the company's weak commitment to caring for the environment compared to the company's weak commitment to economic sustainability. Moreover, the aforementioned studies (Biswas, 2016; Munene, 2011; Chin and Dawei, 2015 and Choi, 2011) have focused more on another context such as retailers, Kenya Airways Limited, companies in India and consumers in Britain which differ from It is not related to water utilities. Thus, the impact of the green product on KIWASCO's environmental performance is unknown.

CHAPTER THREE
RESEARCH METHODOLOGY

This chapter presents information on the research design, area of study, the target population, sample design, data collection instruments, and data collection procedures. It also focuses on data analysis techniques and ethical considerations.

3.1 Research Design

Kerlinger (1986), defined research designs a "the plan and structure of investigation so conceived as to obtain answers to research questions. The plan is overall scheme or programme of the research. It includes an outline of what the investigator will do from writing the hypothesis and their operational implications to the final analysis of data. A research design expresses both the structure of the research problem and a plan of investigation used to obtain empirical evidence on relations of the problem." Therefore, it is a strategy for a study and a plan by which the strategy will be carried out. It specifies methods and procedures for collection, measurement and analysis of data.

This study adopted a Correlational research design method of collecting information by administering a questionnaire to a sample of individuals (Orodho2003). It determines and reports the way things are and attempts to describe characteristics associated with target population, estimates of proportions of a population that have these characteristics and discovery of associations among other different variables.

3.2 Area of the Study

The study was carried out in the city of Kisumu, within Kisumu County of Kenya, the city lies along the shores of Lake Victoria. It is the largest and the most important urban Centre west of the Rift Valley as it is strategically located at the hub of a communication network that serves most of west Kenya and the Lake Victoria basin. The city and her environs occupy an approximate of 417 km2, of this 297 km2 and 120 km2 are dry land and under water respectively. Moreover, it lies between 086'S and 34845'E. Some of the major challenges that face the city include water shortage, absolute scarcity, declining quality and poor sanitation

despite its proximity to the second largest fresh water lake in the world, that is Lake Victoria. Kisumu is the third largest urban center in Kenya, the principal urban center of western Kenya, the capital of immediate former Nyanza Province and the headquarters of Kisumu County. It is the largest town in Nyanza region and second most important city after Kampala in the greater Lake Victoria basin. Just as elsewhere, Kisumu continues to experience the transformation that other urban waterfronts have experienced. This study provides more insight into the phenomenon of the green marketing practices in Kisumu by applying the existing knowledge to a different social, political and economic context.

3.3 Target Population

Target population as described by Borg and Gall (2009) is a universal set of study of all members of real or hypothetical set of people, events or objects to which an investigator wishes to generalize the result. The target population of this study constituted 330 employees of KIWASCO. As per KIWASCO's records in 2018, there were 7 top management staff, 15 middle management who include section heads of both commercial and technical department and non-managerial staffs of about 308. Mugenda and Mugenda (2009) explained that the target population should have observable characteristics to which the researcher intents to generalize the result of the study. This definition assumes that the population is not homogeneous.

Table 3.1: Target Population

	Population	**Percentage (%)**
1.Top level management	7	2
2.Middle level management (sections heads of commercial and Technical Department)	15	5
3. Non-managerial Staff (Subordinates)	308	93
Total	**330**	**100**

Source: KIWASCO, HR Department (2018)

3.4 Sampling Frame

A sampling frame is the actual set of units from which a sample has been drawn (Mugenda & Mugenda 2003). It is a list of items where a representative sample is drawn for the purposes of the research. The sampling frame of this study included top- level managers, Middle-level management and support staff a purposive sampling technique used to select participants. The sample size calculated using Yamane (1967) formula as mentioned below:

$$n = \frac{N}{1+N(e)^2}$$

Where n = is the sample size, N= Population size, e=Level of precision at 95% Confidence level

$$n = \frac{330}{1+330(0.05)^2} = 181 \text{ respondents}$$

According to Abraham S. Fischler (2014), a sample is a subgroup of the target population that the researcher plans to study for making generalizations about the target population. Because of the great size of the population, a sample is selected using stratified simple random sampling techniques in order to enable classification of the 330 respondents into three strata; top-level managers, Middle-level management and support staff. The sample size arrived at based on a 95% level of confidence and a 5% margin of error. For most researches, a 3-5% margin of error is deemed sufficient to estimate the population characteristics (Saunders, et al, 2007).

Table 3.2: Table of Sample Frame and Sample Size (n)

Category	Population	Sample	Percentage (%)
1.Top management level	7	4	2.20%
2.Middle level Management (Section heads of Commercial and Technical Departments)	15	8	4.40%
3.Non-managerial Staff (Subordinates)	308	169	93.4%
Total	**330**	181	**100%**

Source: Field survey, (2020)

3.5 Data Collection

3.5.1 Sources of Data

The two sources of data that are widely used involved collecting primary data and review of secondary data. Used both primary data and secondary data for the study. Primary data collected using pre-validated questionnaires issued to the respondents. Secondary data, on the other hand collected from newspapers, published books, journals, magazine articles and company handbooks. Primary data is data the researcher collects from the original source and is considered more reliable and up to date (Mugenda and Mugenda, 2008). Cooper and Schindler (2003) indicated that secondary data involves collection and analysis of published material and information from other sources such as annual reports, published data. The Cooper and Schindler (2003) report further explains that secondary data is a useful qualitative technique for evaluating historical or contemporary confidential or public records, reports, government documents and opinions.

3.5.2 Data Collection Procedure

Collected data using a self-administered questionnaire. Prior to data collection, the researcher informed the respondents that the instruments being administered was for research purpose only and their responses was secret and confidential. At the beginning of the data collection stage, the researcher obtained an introductory letter from the University to collect data from KIWASCO. Data collection exercise assisted by two research assistants trained on data collection procedures for one week before the commencement of the actual fieldwork. The researcher adopted drop and pick later method in which research assistants expected to make regular follow-ups to check and collect the ones that were already filled. The research team ensured regularly monitoring on data collection exercise to ensure that they achieve 100% response rate.

3.5.3 Instrument for Data Collection

These are the fact-finding strategies. They are the tools for data collection. They enable the researcher to obtain relevant information or gain the experience of others from which he or she imbibes lessons for the enrichment of his report. In this respect, different procedures and data

collection instruments have been employed. These principally include questionnaire, interview, observation reading and transcribing, Godfred (2018).

To collect primary data, a semi-structured questionnaire with both close ended and open-ended questions was used. Kombo and Tromp (2006) indicated that semi-structured questionnaire makes use of already prepared questions during the study. Furthermore, questionnaire was preferred for this study because the respondents are literate and they can answer the questions asked adequately. Also, information required can easily be described in writing as indicated by (Oso, 2009). The questionnaires were developed in accordance with the research objectives. Questions to address each research question were included. In order to ensure uniformity in response and to encourage participation, the questionnaires were kept short and structured with mostly multiple-choice selections in a Likert scale.

3.5.4 Reliability Test for Data Collection Instrument

Reliability can be described as the consistency of measurement and it is frequently assessed using the test–retest reliability method. Including many similar items on a measure and using uniform testing procedures increases reliability. Reliability provides the internal consistency of data collected. This ensures that the data has certain internal consistent patterns that if are missing from the responses may indicate that probably the test was difficult and as a result the respondents just guessed the answers randomly. Reliability refers to the consistency of scores obtained by the same persons when re-examined with the same test on different occasions or with different sets of equivalent sets of items (Robert G. Marx et, al. 2003).

Dillman (1978) suggests that the expected respondents to conduct a pilot test for clarity and proper interpretation of the questionnaire and its contents. To test for reliability, the data collection instruments administered to selected respondents. A pilot study carried out in KIWASCO. The researcher conveniently selected a pilot group of 25 individuals to test the reliability of the research instrument. The Cooper and Schindler (2003) report indicates that the pilot group can range from 25 to 100 subjects that may not be statistically selected.

3.5.5 Pilot Testing

The reliability and validity of the research instrument tested through a pilot test. Orodho (2003) stated that a pilot test helps to test the reliability and validity of data collection

instruments. Validity refers to the extent to which an instrument measures what is supposed to measure. For data to be true and accurate it has to be reliable. If a measurement is valid, it is also reliable (Joppe, 2000). Questionnaires for the pilot test shall be administered to 25 respondents drawn from all the departments.

The pilot data is not being included in the actual study but it will allow for pre-testing of the research instrument. The clarity and familiarity of the instrument items to the respondents was established so as to enhance the instrument's validity and reliability. The pilot study intended to familiarize the researcher to be familiar with research steps and its administration procedure as well as identifying areas that will require modification. Pilot study helped the researcher to correct inconsistencies arising from the instruments, which ensured that they measure what was intended. This reliability estimate measured using Cronbach's Alpha coefficient (α). Nunnally (1978) recommends that instruments used in research should have reliability of about 0.70 and above. The results of reliability test shown in Table 3.3.

Table 3.3: Internal consistency of Scale

Constructs	No. of Items	Cronbach's alpha
1. Sustainable Green product	5	0.753
2. Sustainable Distribution	5	0.736
3. Sustainable Green pricing	4	0.701
4. Environmental performance	5	0.777

Source: Survey Data, (2020)

As shown in Table 3.3, the reliability test for all items yielded a Cronbach's Alpha coefficient of between 0.701 and 0.777. Since all items had alpha coefficient ($\alpha > 0.7$), then the scale was regarded as reliable for measuring the four main constructs of the study (Nunnally, 1978).

3.5.6 Validity Test for Data Collection Instrument

According to Bridget and Lewin (2005), validity is the degree by which the sample of test items represents the content the test is designed to measure. Saunders et al., (2007) indicated that content validity is a measure of the degree to which data collected using a particular instrument represents a specific domain or content of a particular concept as intended. Therefore, validation of the research instrument was important to this study as it ensures that the study collects relevant information to answer the research questions. Mugenda and Mugenda (2003) contend that the usual

procedure in assessing the content validity of a measure is to use a professional or expert in a particular field. To establish the validity of the research instrument, the researcher solicited for the opinions of experts in the field of study especially the researcher's supervisor and lecturers. This facilitated the necessary revision and modification of the research instruments thereby enhancing validity.

3.6 Data Analysis

The study edited for completed questionnaires for completeness and consistency. Data clean up followed; this process involved editing, coding, and tabulation in order to detect any anomalies. In the responses and assign specific numerical values to the responses for further analysis. The data was then be analyzed using descriptive statistics. The descriptive statistical tools (SPSS and Excel) helped the researcher to describe the data. Used the Likert scale to analyze the mean score and standard deviation. To test the hypothesis, the study employed a multivariate regression model to study the relationship between reward management practices and employee productivity. The research deemed regression method useful for its ability to test the nature of influence of independent variables on a dependent variable. Regression is able to estimate the coefficients of the linear equation, involving one or more independent variables, which best predicted the value of the dependent variable. The researcher used linear regression analysis to analyze the data. The regression model was as follows:

$$Y_i=\beta 0_i+\beta 1X1i+\beta 2X2i+\beta 3X3i+\varepsilon$$

Where: Y = Environmental Performance;

$\beta 0$ = Constant Term;

$\beta 1$, $\beta 2$, $\beta 3$ and$\beta 4$ = Beta coefficients;

X1= Green Product;

X2= Sustainable Distribution;

X3= Green pricing;

ε = Error term

CHAPTER FOUR

RESULTS AND DISCUSSION

This part is divided into two main sections. The first section addresses the descriptive aspects of the data such as the demography of the sample data while the second part deals with the quantitative or inferential statistics. It basically shows the extent of the adoption of sustainable green product, sustainable distribution and sustainable green pricing, the observed relationship between these three variables and environmental performance in KIWASCO using direct entry regression techniques. Therefore, this chapter will address the specific objectives of the study.

4.1 Response Rate

Primary data collected by means of self-administered questionnaires, of which out of 181 expected respondents, 168 of the questionnaires were completed, a response of 92.8 %, which was deemed sufficient. According to Sekaran (2008), a response rate of 60% is considered adequate for analysis in social science research. The response rate is summarized in Table 4.1 below.

Table 4.1: Response Rate

Description	Numbers
Number of Respondents Targeted in the Survey	181
Actual Number of participants who took part in the survey	168
Number of Non-response.	13
Percentage response rate	92.8%

Source: Survey Data (2018)

4.1 Socio Demographic Information of Respondent

The gender summary of the respondents was as per Table 4.2 of which 125 were male representing a sample of 74.4 % of the total study population while 43 were female with 25.6 % of the total population. This therefore means that there were slightly more male respondents than female respondents during the study.

Table 4.2. Distribution of the Gender of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	125	74.4	74.4	74.4
Female	43	25.6	25.6	100.0
Total	168	100.0	100.0	

Source: Survey Data (2020)

From the Table 4.3, majority of the respondent sampled have a strong relationship to the formal education, 44 % comprised Bachelor's degree levels while 42.9 % comprised advance Diploma level. Only 7.1 % comprised Master's Degree level. This means that the highest percentages of the respondents are degree holders and on the other hand, the lowest percentages of the respondents are Masters Holders. This therefore imply that majority of the participants have acquired formal education and are therefore well versed with the issues the study was interrogating.

Table 4.3 Distribution of the Respondent Based on the Highest level of Education

	Frequency	Percent	Valid Percent	Cumulative Percent
Advanced Diploma	72	42.9	42.9	42.9
Bachelor Degree	74	44.0	44.0	86.9
Master's Degree	12	7.1	7.1	94.0
Others	10	6.0	6.0	100.0
Total	168	100.0	100.0	

Source: Survey Data (2020)

Table 4.4 below shows the distribution of sampled respondents based on the duration worked at the company. According to the Table 4.4, majority of respondents (56.6 %) reported that they worked for a period of between 0-5 years. Only 2.4 % reported that they worked for the company for between 21-25 years. This infers that most respondents in the study area have worked for considerably longer time duration with the company and are therefore familiar with company's internal strategies regarding green marketing practices.

Table 4.4: Distribution of Respondents Based on Period worked at KIWASCO

	Frequency	Percent	Valid Percent	Cumulative Percent
0-5 years	95	56.5	56.5	56.5
6-10 years	46	27.4	27.4	83.9
11-15 years	13	7.7	7.7	91.7
16-20 years	10	6.0	6.0	97.6
21-25 years	4	2.4	2.4	100.0
Total	168	100.0	100.0	

Source: Survey Data (2020)

Table 4.5 below shows the distribution of sampled respondents based on the position held at the company. According to the Table 4.5, majority of respondents (92.9 %) reported that they are in a lower cadre positions in the company while 4.8% reported that they occupy a middle level

management position. Only 2.4 % reported that they are at top-level management position in the company. This infers that most respondents who participated in the study are lower cadre employees.

Table 4.5: Distribution of Respondents Based on Position Held at KIWASCO

	Frequency	Percent	Valid Percent	Cumulative Percent
Senior Level Management	4	2.4	2.4	2.4
Middle level management	8	4.8	4.8	7.1
Lower-carder level	156	92.9	92.9	100.0
Total	168	100.0	100.0	

Source: Survey Data (2020)

Table 4.6 below shows the distribution of sampled respondents based on the Department worked in at the company. According to the Table 4.6, majority of respondents (63.7%) reported that they are in a technical service department in the company while 20.2 % reported that they work in a supply chain department. The remaining 10.7% reported that they work in Communication and Public Affairs Department. Only 1.8 % reported that they working in Commercial service section in the company. This infers that most respondents who participated in the study are working in the technical department of the company.

Table 4.6: Distribution of Respondents Based on Department worked in

	Frequency	Percent	Valid Percent	Cumulative Percent
Technical Service	107	63.7	63.7	63.7
Supply Chain	34	20.2	20.2	83.9
Communications and Public Affairs	18	10.7	10.7	94.6
Audit, Risk and Compliance	6	3.6	3.6	98.2
Commercial Services	3	1.8	1.8	100.0
Total	168	100.0	100.0	

Source: Survey Data (2020)

4.2 Extent of Green marketing Practices at KIWASCO

In the study, while trying to address the study objectives, an attempt was made by the researcher to use descriptive statistics to address the extent to which each green marketing practices was exercised at KIWASCO. This is seen in Table 4.7.

Table 4.7: Descriptive Statistics on the extent of Sustainable Green Products

	N	Min.	Max.	Mean	Std. Dev
The organization uses recycled products in production.	168	1	5	2.80	1.385
The organization uses green energy during production process	168	1	5	3.16	1.529
The organization has put in place measures to reduce production waste	168	2	5	3.76	.956
The Organization has put in place measures to reduce product packaging	168	1	5	3.46	1.257
Is the product produced by this organization recyclable and reusable	168	1	5	3.88	1.289
Valid N (listwise)	168				
Overall mean score				**3.412**	**1.283**

Source: Survey Data, (2020)

The results for descriptive statistics as shown in table 4.7 above, with N = 168 as the total number of respondents indicate the following as the findings. Overall, sustainable green product practices have been reported to be prevalent to a moderate extent as shown by the overall mean value of 3.412 and a standard deviation value of 1.283 in KIWASCO. This therefore imply that KIWASCO has adopted sustainable green products to a moderate extent even though much still needs to be done on that front.

4.3 Extent of adoption of Sustainable Distribution at KIWASCO

In the study, while trying to address the study objectives, an attempt was made by the researcher to use descriptive statistics to address the extent to which KIWASCO has adopted sustainable distribution measures. This is seen in Table 4.8.

Table 4.8: Sustainable Green Distribution Descriptive Statistics

	N	Min	Max	Mean	Std. Dev
Do the distribution measures ensure reduced fossil fuel and greenhouse gas emission?	168	1	5	3.61	1.209
Does the organization focus on reducing CO2 during distribution	168	1	5	3.53	1.055
Does the organization consider Material Consumption during distribution?	168	1	5	3.61	1.049
The organization considers sustainable distribution measure during Transportation work	168	1	5	3.95	.996
The organization makes maximum use of the distribution facilities	168	2	5	4.25	.824
Valid N (listwise)	168				
Overall mean score				**3.79**	**1.026**

Source: Survey Data (2020)

The results for descriptive statistics as shown in table 4.8 above, with N = 168 as the total number of respondents indicate the following as the findings. Overall, sustainable distribution practices have been reported to be prevalent to a moderate extent as shown by the overall mean value of 3.79 and a standard deviation value of 1.026 in KIWASCO. This, therefore imply that the KIWASCO has adopted and practiced sustainable distribution measures to a moderate extent.

4.4 Extent of adoption of Sustainable Green Pricing practices at KIWASCO

In the study, while trying to address the study objectives, an attempt made by the researcher to use descriptive statistics to address the extent to which KIWASCO has adopted sustainable green pricing practices. This is seen in Table 4.9.

Table 4.9: Sustainable green pricing Descriptive Statistics

	N	Min	Max	Mean	Std. Dev
The organization practice Least-cost options for infrastructure and its operations	168	1	5	3.89	.961
The organization uses Cost-based price signals to guide production and consumption	168	1	5	4.12	.733
The organization encourages cost sharing and drives affordability of its product and services	168	1	5	4.01	.812
The organization has Financial, managerial, and technical capacity to operate the water system	168	2	5	4.40	.694
Valid N (listwise)	168				
Overall mean score				**4.10**	**0.80**

Source: Survey Data (2020)

The results for descriptive statistics as shown in table 4.9 above, with N = 168 as the total number of respondents indicate the following as the findings. Overall, sustainable green pricing practices have been reported to be prevalent to a high extent as shown by the overall mean value of 4.10 and a standard deviation value of 0.80 in KIWASCO. This, therefore imply that the KIWASCO has adopted and practiced sustainable green pricing practices to a high extent.

4.5 Extent of Environmental Performance at KIWASCO

The study also sought to establish the extent of environmental performance at KIWASCO. This was necessary as it will lay foundation for the subsequent analyses of relationship between sustainable green product, sustainable distribution, sustainable green pricing and environmental performance. The findings are in Table 4.10.

Table 4.10: Environmental Performance Descriptive Statistics

	N	Min	Max	Mean	Std. Dev
Degree of illness and injuries related to the organization activities	168	1	5	2.98	1.516
Degree of Success in Achieving Target Wastewater Treatment Effectiveness Rate (percent)	168	3	5	3.95	.728
Extent to which toxin are released in to the environment	168	1	5	2.85	1.524
Extent to which waste is recycled compare to total waste produced	168	1	5	3.79	.903
Degree to Which quantity of waste is well disposed	168	1	5	3.92	1.023
Valid N (listwise)					
Overall mean score	**168**			**3.498**	**1.138**

Source: Survey data, (2020)

The results for descriptive statistics as shown in table 4.10 above, with N = 168 as the total number of respondents indicate the following as the findings. Overall, the level of environmental performance at KIWASCO stood at an average level as shown by a mean value of 3.498 and a standard deviation value of 1.138 at KIWASCO.

4.6 Effect of Green marketing Practices and Environmental Performance

To actualize the study objectives, a regression analysis between the three dimensions of green marketing practices namely: sustainable green product, sustainable distribution, sustainable green pricing and the dimensions of environmental performance was undertaken. The direction and magnitude of influence or effect of each of the dimensions of green marketing practices on environmental performance eventually established using the regression model whose findings

presented in Tables 4.11, 4.12 and 4.13. Table 4.11 gives the model summary which shows that the proportion of variance in the environmental performance that is explained by the independent variables (Green marketing practices) is 55.6% (R^2 =.556, p=.0001). The coefficient of determination (R^2 = 0.556) and the model is acceptable since the F-statistic is significant and suggests that the independent variables jointly influence the dependent variable. The value of Durbin-Watson is 2.143. Generally, the value of the Durbin-Watson statistic ranges from 0 to 4. As a rule of thumb, the residuals are uncorrelated if the Durbin-Watson statistic is approximately 2. A value close to 0 indicates strong positive correlation, while a value of 4 indicates a strong negative correlation. The computed value is also close to 2, which indicates the absence of serial correlation.

Table 4.11: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.745	.556	.548	.57906	.556	68.357	3	164	.000	2.143

a. Predictors: (Constant), Composite Green Distribution, Composite Sustainable Green Pricing, Composite Sustainable Green product
b. Dependent Variable: Composite Environmental Performance

Table 4.12 shows ANOVA results of the estimated model. The data test revealed that F (3, 164) = 68.357 at $p < 0.01$, an indication that the model fits the research data well. The researcher can therefore, deduce that all the independent variables (i.e., sustainable green product, sustainable distribution, sustainable green pricing) jointly explain environmental performance at KIWASCO.

Table 4.12: ANOVA Results on the Estimated environmental Performance Model

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	68.763	3	22.921	68.357	.000[b]
Residual	54.991	164	.335		
Total	123.754	167			

a. Dependent Variable: Composite Environmental Performance
b. Predictors: (Constant), Composite Green Distribution, Composite Sustainable Green Pricing, Composite Sustaibale Green product

The regression model was in the form $\mathbf{Yi=\beta o+\beta_1 X_{1i}+\beta_2 X_{2i}+\beta_3 X_{3i}+\varepsilon i}$ and by adding regression coefficient as was shown in Table 4.12. This later transformed into:

$$Y_i = .835 + 0.466X_i - .042\ X_i + 0.343X_i \text{ .....equation 4.1}$$

t=2.340, 7.962, -0.541, 5.161

$$R^2 = 0.556\ (55.6\%)$$

Table 4.13: Coefficients of Independent Variables

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
(Constant)	.835	.357		2.340	.020	.130	1.539		
Composite Sustainable Green product	.466	.059	.509	7.962	.000	.350	.582	.663	1.508
Composite Sustainable Green Pricing	-.042	.077	-.028	-.541	.589	-.195	.111	.979	1.021
Composite Green Distribution	.343	.067	.330	5.165	.000	.212	.475	.666	1.503

a. Dependent Variable: Composite Environmental Performance

Source: Survey Data (2020)

4.6.1 Establish the effect of sustainable Green product on Environmental Performance in KIWASCO

The first objective of the study was to establish the effect of Sustainable green product on environmental performance at KIWASCO. In this regard, sustainable green product was found to have a significant positive influence on environmental performance (B =0.466, p=0.001) thereby rejecting the null hypothesis $H_{o1,}$ which state that sustainable green product does not significantly affect environmental performance in KIWASCO. This means that a unit change in sustainable green product practices causes 0.466-unit change in environmental performance and the change is significant. This implies that sustainable green product is a significant determinant of environmental performance at KIWASCO. The finding that sustainable green product exerts significant positive influence on environmental performance has received some support from theoretical literature as well as past empirical studies. For instance, ilker (2012) found that green product innovation significantly affects firm's performance and competitive capability. Similarly, Rajasekaran and Gnanapandithan (2013) studied green product innovation for sustainable development in India and found that green product has more positive impact to mankind in terms of sustainable development. Elsewhere, Weng, Chen and Ching (2015) studied the effects of green

innovation on environmental performance and corporate performance and found out that there was a significant positive relationship between the two. However, the above studies are not without limitations. For instance, Ilker (2012) focused on firm's performance in general rather than environmental performance measures. Similarly, Rajasekaran and Gnanapandithan (2013) focused on sustainable development rather than environmental performance measures. Osuga and Okello (2015) focused on waste management rather than green products. Weng, Chen and Ching (2015) focused on green innovation on environmental and corporate performance with its findings focusing on green product innovation and employee conduct. Furthermore, the above studies (ilker, 2012; Rajasekaran and Gnanapandithan, 2013; Osuga and Okello, 2015 and Weng, Chen and Ching ,2015) have all focused in other context such as service and manufacturing sector, county government and Indian context which is different from and not related to water utilities. Consequently, the effect of green product on environmental performance of KIWASCO Company is not known. However, the current study made a significant milestone and contribution to knowledge by hypothesizing, isolating and testing the effect of variables like sustainable green product on environmental performance in water utility company, an area hitherto not explored by previous scholars.

4.6.2 The Effect of Sustainable Distribution on Environmental Performance in KIWASCO

The second objective of the study was to examine the effect of sustainable distribution on environmental performance in KIWASCO. In this regard, sustainable distribution was found to have significant positive influence on environmental performance (B = 0.343, p =.000) thereby rejecting the second null hypothesis H_{02}, which states that sustainable distribution does not significantly affect environmental performance in KIWASCO. This means that a unit change in sustainable distribution will cause 0.343-unit change in environmental performance and the change is significant. This implies that sustainable distribution is a significant predictor of environmental performance in KIWASCO. The finding that sustainable distribution practices exerts significant positive influence on environmental performance has received some support from theoretical literature as well as past empirical studies. For instance, Trebilcock (2010) found out that adopting green building techniques by the companies sees their growth and become the largest institutions promoting sustainability. On the other hand, Opriş et. al. (2015) researched on sustainable distribution in the textile industry and found out that it will be important if the producers in the

textile industry take care of distribution channel until the product gets to the customers. Elsewhere, Janatyan and Rabieh (2018) studied sustainable distribution in the pharmaceutical industries and found out that it is important for managers to come up with better models that will see the products leave the company to the consumers across the world with little hiccup between the channel. Muma, Nyaoga ET, al. (2014) studied on green supply chain management in tea industry and found out that green supply chain management has a positive effect on firm's environmental performance. Furthermore, the above studies (Trebilcock, 2010; Opriş et, al. 2015; Janatyan and Rabieh, 2018 and Muma, Nyaoga et.al. 2014) have all focused in other context such as customers interacting with the company, textile industry, pharmaceutical industry and Tea Company, which is different from and not related to water utilities. Consequently, the effect of sustainable distribution on environmental performance of KIWASCO Company is not known. By contrast, the current study made a significant milestone and contribution to knowledge by hypothesizing, isolating and testing the effect of variables like sustainable distribution on environmental performance in water utility company, an area hitherto not explored by previous scholars.

4.6.3 The effect of Sustainable Green pricing on Environmental performance at KIWASCO

The third objective of the study was to establish the effect of sustainable green pricing on environmental performance in KIWASCO. In this regard, sustainable green pricing was found to have insignificant negative influence on environmental performance (B = - 0.042, p =.589) thereby accepting the third null hypothesis H_{03}, which states that sustainable green pricing does not significantly influence environmental performance at KIWASCO. This means that a unit change in sustainable green pricing will cause -0.042-unit change in environmental performance but the change is insignificant. This implies that green pricing is not a critical antecedent of environmental performance. It further suggests that compared to the other two factors, green pricing was not significant in terms of influencing on environmental performance at KIWASCO. The finding that green pricing exert insignificant negative influence on environmental performance is at variance with many theoretical and empirical literature. For instance, the result of the current study is at variance with those of (Munene, 2011; Chin and Dawei, 2015; Biswas, 2016; and Choi, 2011) who have all studied green pricing and found that it has significant positive effect on corporate performance.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

This chapter provides a summary of the study findings based on each research objective. It also covers conclusions and recommendations emanating from the results.

5.1 Summary of Findings

The first objective of the study was to establish the effect of sustainable green product on environmental performance in KIWASCO. The corresponding null hypothesis was that sustainable green product does not significantly influence environmental performance at KIWASCO. The study finding revealed that sustainable green product has a significant positive influence on environmental performance at KIWASCO.

The second objective of the study was to determine the sustainable distribution on environmental performance in KIWASCO. The corresponding null hypothesis was that sustainable distribution does not significantly influence environmental performance at KIWASCO. The study finding revealed that sustainable distribution found to have a significant positive influence on environmental performance at KIWASCO.

The third objective of the study was to analyze the effect of green pricing on environmental performance at KIWASCO. The corresponding null hypothesis was that green pricing does not significantly influence environmental performance at KIWASCO. The study finding reveals that green pricing exerts the insignificant negative influence on environmental performance at KIWASCO compared to other variables.

5.2 Conclusions

On the first objective which sought to establish the effect of sustainable green product on environmental performance at KIWASCO, the study concludes that sustainable green product is a critical antecedent of environmental performance at KIWASCO. On the second objective of the study which sought to examine the effect of sustainable distribution on environmental performance at KIWASCO, the study concludes that sustainable distribution has significant positive influence on environmental performance at KIWASCO. Therefore, it is a critical determinant of environmental performance at KIWASCO.

On the third objective of the study which was to analyze the effect green pricing on environmental performance at KIWASCO, the study concludes that there is a statistically insignificant negative relationship between green pricing and environmental at KIWASCO. Therefore, green pricing is not a critical factor in influencing environmental performance at KIWASCO.

5.3 Recommendation

Based on the foregoing findings and conclusions the study therefore recommends the following.

First, since a significant positive relationship exists between sustainable green product and environmental performance at KIWASCO, the management should lay more emphasis on the implementation of activities relating to sustainable green product practices largely as found to positively influence environmental performance. Currently, sustainable green product practices are being implemented only to a moderate extent.

Secondly, because sustainable distribution practices exert a positive significant effect on environmental performance, more effort and resources should focus on activities that ensures successful implementation of sustainable distribution as these efforts will enhance environmental performance. Now, sustainable distribution practices are being implemented only to a moderate extent. Thirdly, since the study revealed that green pricing practices has a negative and insignificant influence on environmental performance, management of KIWASCO should pay less attention towards adoption and implantation of sustainable green pricing policies since it plays no role in enhancing their environmental performance.

5.4 Limitations of the Study

While this research offers insights into how various green marketing practices influence environmental performance at KIWASCO, this study is not without limitations. Specifically, the sample size was limited due to time and cost constraints but this weakness remedied by thorough literature review to compensate the inadequacy that caused by data limitations.

5.5 Areas for Further Research

Based on the foregoing conclusions on the findings of this study, the researcher suggested the following future research directions in the field green marketing practices and environmental performance. First, this study used cross-sectional data to test the hypothesis on the perceived

relationship between the green marketing practices and environmental performance. It only provided a snapshot picture at a single point in time. Therefore, there is need to conduct a longitudinal study to provide even more conclusive evidence to the above relationship. Secondly, Future research efforts could also be focused on this study by further investigating the moderating effects of the external environmental factors such as government policy, effects of other mediating variables in the hypothesised relationship. Finally, the hypotheses in the current study were tested using data obtained from employees in KIWASCO in Kisumu County. There is therefore need to test our results in different national cultures and economic contexts to be able to establish global generalizability of the findings.

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APPENDICES

APPENDIX 1: QUESTIONNAIRE

Code: _____

Preamble

My name is Amos Bonnke Ochoro, currently a final year MBA. Marketing Management student at the Maseno University. *This study is being carried out in order to examine the* ***Effect of Green Marketing Practices on Environmental Performance in KIWASCO*** *and is strictly for academic purposes only. Neither you nor your business organization shall be identified with the information you provide. All information provided shall be treated with utmost confidentiality.*

Section A: Demographic Profile

Please tick the most appropriate answer for each of the following questions.

1. Gender: Male [ ] Female [ ]

2. Highest education qualification

a) Advanced Diploma [ ]

b) Bachelor Degree [ ]

c) Master's Degree [ ]

d) Others Specify…….

3. How long have been working for KIWASCO?

0-5 years [ ] 6-10 years [ ] 11-15 years [ ] 16-20 years [ ] years 21-25 [ ]

Over 25 years [ ]

4. What is your position in KIWASCO?

Senior Level Management [ ]
Middle Level Management [ ]
Lower Level Management [ ]

SECTION B: GREEN MARKETING PRACTISES

1. You are asked to indicate the extent to which you agree or disagree with

each statement Using 5 Likert Scale Response Framework.

Likert Scale indicator: 1= Strongly Disagree (SD) 2= Disagree (D) 3= Neither Agree nor Disagree (N) 4= Agree (A)

5= Strongly Agree (SA)

Please circle one number per line to indicate the extent to which you agree or disagree with the

Following statements.

SUSTAINABLE GREEN PRODUCT

Employee Perception on Green Product	Strong Disagree (1)	Disagree (2)	Neither Agree nor Disagree (3)	Agree (4)	Strongly Agree (5)
1. The organization uses recycled products in Production.	1	2	3	4	5
2. The organization uses green energy during production process.	1	2	3	4	5
3. The organization has put in place measures to reduce production waste.	1	2	3	4	5
4. The Organization has put in place measures to reduce product packaging.	1	2	3	4	5
5. Is the product produced by this organization recyclable and reusable	1	2	3	4	5

Please tick one number per line to indicate the extent to which you agree or disagree with the

Following statements

SUSTAINABLE DISTRIBUTION

Employees perception on Sustainable Distribution	Strongly Disagree (1)	Disagree (2)	Neither Agree nor Disagree (3)	Agree (4)	Strongly Agree (5)
Do the distribution measures ensure reduced fossil fuel and greenhouse gas emission?	1	2	3	4	5
Does the organization focus on reducing CO2 during distribution	1	2	3	4	5
Does the organization consider Material Consumption during distribution?	1	2	3	4	5
The organization considers sustainable distribution measure during Transportation work	1	2	3	4	5
The organization makes maximum use of the distribution facilities.	1	2	3	4	5

Please circle one number per line to indicate the extent to which you agree or disagree with the following statements

SUSTAINABLE GREEN PRICING

Please circle one number per line to indicate the extent to which you agree or disagree with the following statements

SECTION C: ENVIRONMENTAL PERFORMANCE

Perception on Environmental Performance	Very low (0-20%)	Low (2) (21%-40%)	Moderate (3) (41%-60%)	High (4) (61%-80%)	Very High (5) (81%-100%)
1.Degree of illness and injuries related to the organization activities	1	2	3	4	5
2.Degree of Success in Achieving Target Wastewater Treatment Effectiveness Rate (percent)	1	2	3	4	5
3.Extent to which toxin are released in to the environment	1	2	3	4	5
4. Extent to which waste is recycled compare to total waste produced	1	2	3	4	5
5. Degree to Which quantity of waste is well disposed	1	2	3	4	5

Appendix II: Work Plan

Activity	Feb-2018	July-2018	August-2018	October-2018
Proposal Writing				
Proposal Presentation				
Data Collection				
Data Analysis				
Report Writing				
Report Submission				

Appendix III: Research Budget

Item	Quantity	Cost (Kshs)	Total (Kshs)
1. Personnel			
	1	@ 5,000.00	5000.00
2. Materials			
Photocopy paper	2 reams	@ 550.00	1,650.00
Ball pens	5	@ 15.00	90.00
Foolscap	1 ream	@ 300.00	300.00
Calling card (Telkom)			1,000.00
Air time			2,000.00
Internet browsing			2,000.00
3.Travel expenses			
2 field assistant			14 ,000.00
4.Data analysis			
Statistical analysis			6,000.00
5. Report Preparation			
Typing			5,000.00
Printing			
Binding			
Total			**36,450.00**

Thank you