

Effect of Green Packaging on Performance of Registered Supermarkets in Kenya

Authors.

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Abstract

Purpose: The effect of green packaging on performance of registered supermarkets in Kenya.

Design: The theories behind this study include circular economy theory. Descriptive and correlational research designs were adopted in this study. The researcher adopted a pragmatic approach. The 31 supermarkets accredited by the Retail Trade Association of Kenya were the basis of analysis. These supermarkets will be referred to as the study supermarkets. Participants for the study were executive managers of all the registered supermarkets in Kenya for the Retail Trade Association of Kenya. Both descriptive and inferential statistics were used for data analysis. Quantitative data was analyzed using descriptive statistics like percentage, frequency, mean and standard deviations. The statistical techniques that were used are regression and correlation. The thematic data analysis was used to analyze interview responses. The information was provided using charts and graphs.

Findings: Simple linear regression result indicated that green packaging had a positive and significant effect on the performance of registered supermarkets in Kenya ($\beta = 0.463$, $P = 0.000$).

Value: The results confirmed that green packaging significantly affects the performance of registered supermarkets in Kenya. Respondents emphasized the use of biodegradable, recyclable, and reusable packaging materials as core elements of their sustainability strategies.