



RESEARCH ARTICLE

RETAIL MANAGERS' PERCEPTION ON COCA-COLA COMPANY'S SUCCESS OF GLASS PACKAGE RECOVERY AND RECYCLING IN NAIROBI IN KENYA

***Dr. Okonga Wabuyabo, B. M.**

KCA University, P.O. Box 56808, 00200, Nairobi

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ABSTRACT

Little research has been done to establish the level of success of Coca cola Company in recycling and reusing their glass bottles. This paper attempts to establish retail managers' perception of the company's self acclaimed success. Retail managers of supermarkets in the CBD of Nairobi, Kenya were considered for the study. Data was collected through questionnaires and analyzed using descriptive (mean, frequencies and percentages) and inferential statistics (correlation analysis) were used to analyze the data. The study found out that there is relative success although a lot needs to be done. For example, improving in communicating policy issues and in practice enhance the actual collection of broken and/or non-broken Coca cola Company glass bottles through providing drop-off points in open areas such as on the streets and in parks.

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INTRODUCTION

A retail store is the last component in the distribution channel. Retailing refers all activities that a seller is involved in to sell goods and/or services to final consumers for personal, non-business uses. Pandian and Varthani (2013) emphasize that retailers are vital channel members in enhancing customer relationship and in increasing company's profit and product acceptance since they provide effective reach of the product and increase brand value of the company. The current study focuses on supermarkets as an example of retail business and Coca Cola Company a company whose products are retailed in almost all supermarkets country wide. Packaging is an element of the marketing mix that is hardly emphasized in research. According to Kolter, Keller, Brady, Goodman, and Hansen (2009) packaging includes all the activities of designing and producing the container for a product. It is the primary container for example, in Coca Cola Company's product case, the bottle in which the drink is carried. Packaging can also be the shipping container which is used for transportation and storage (Kolter, Keller, Brady, Goodman, and Hansen, 2009). Glass package has been used for long and looking at the current scenario, it appears to be still preferred for packaging both soft and alcoholic drinks. There has been some general improvements in packaging which include, use of lightweight

materials or materials with surfaces coated to increase abrasion resistance, use of wide mouth containers with easy-open fitted caps. Others include use of metal containers mainly tinsplate cans made of low carbon mild steel that lacquered internally to prevent corrosion and plastic containers that contain organic substances mainly for fruit juices and which are sensitive to bacterial contamination (Smye Holland Associates, 2013).

Background Information

Supermarkets are generally one stop shop and their presence can be felt in all parts of the urban set-up in Kenya. Similarly, Coca cola has been and still is the most preferred soft drink in most part of the urban and peri-urban centres in Kenya and on the global front. Pandian and Varthani (2013) note that Coca Cola Company is one of the three dominant players in soft drink industry with a 50% market share followed by Pepsi Cola with 21% and Cadbury with 7%. Retail stores are the nearest and most common points of sale to consumers. The role of retail stores as consumer information collecting centers cannot be underestimated. This research is guided by two theories; the Theory of Planned Action and the Theory of Packaging Recycling. Coca cola's strategy of recycling the glass bottles is a planned action which is aimed at among other benefits is to reduce their cost of production. The many firms that recycle their waste products intend to conserve the environment and equally make it more sustainable for the future.

Statement of the Problem

There is generally a lot of litter that includes paper, plastic and glass which may result environmental degradation throughout the world. Many studies Coca cola's Corporate Responsibility and Sustainability 2012/2013 (2014) Report, Munala and Moirongo, (2011); Hopewell, Dvorak and Kosior (2009); Ross and Evans (2003) have shed light on the menace caused by plastics in as far as solid waste management is concerned. Little research has been done to establish handling of glass bottles in waste management in general and on Coca Cola Company's success in recovering its glass bottle repackaging in particular in Kenya. Coca Cola Company has set a target for recovery and recycling of their packaging for the year 2015. The company hopes to achieve efficiency in packaging material by 7% per liter, recover 50% of the equivalent bottles and cans and source 25% of the company's polythene terephthalate (PET) plastic from recycled or from renewable materials Coca-Cola Company Sustainability Review, (2010). Despite this focus, it seems the company has a lot to do in developing countries to attain this target. Consumers in possession of Coca Cola Company glass can be turned away by retailers with glass Coca Cola Company bottles because the bottle may be extremely dirty or cracked. What policies does the company have over the glass bottles and what do the retail managers know about these policies?

Scanning the environment, one is able to see some Coca Cola Company bottles (some broken, others cracked and others not whole. At one time or another, in the rural areas, one hears a child being instructed to drop a broken bottle in a pit latrine or some hole to prevent it from causing harm to a person. One also hears of an individual having been cut buy a glass bottle. In 1944, a Coca Cola Company glass bottle exploded in the hands of a waitress causing her a 5-inch deep cut and the broken pieces were thrown away by another employee Escola Vs Coca Cola Bottling Company (1944). This throwing of glass bottles may be a common practice since it is not clear what should be done to a cracked or broken glass bottle in general. Baker, Moore and Wise (1986) observe that broken glass (beer) bottles can cause serious physical injuries to people. The damage caused by broken glass can also be fatal to both domestic and wild animals. The World Wildlife Fund-WWF- (2012) also notes that many people throw away a lot of rubbish and glass is a significant part of it. The report emphasizes that it is better to reuse it than to have glass objects pile posing a threat to safety and the environment sustainability. Glass recycling can benefit the environment. The marketing and societal concepts emphasize on sustainability of the environment Kolter, Keller, Brady, Goodman, and Hansen (2009). The WWF (2012) and Friends of the Earth (2009), note that glass is recycled to reduce pollution and waste. In Coca cola's Corporate Responsibility and Sustainability 2012/2013 (2014) Report and in a research done by Coca Cola Company in Japan Coca Cola Company 2009 Sustainability Report (2009), the company explains that its packages aim at meeting strict quality requirements and safety that would help them achieve quality delivery of products to their consumers as well as profitability. The company's long-run objective is to reduce manufacturing costs and achieve distribution efficiency. According to the Coca Cola Company 2009 Sustainability Report (2009) almost 5% of its packaging materials are derived from recycled or renewable materials and this contributes to reduction in business risk and negative environmental impact. Could the

company also boost of high level success in recovering and/or recycling glass bottle as it has done in plastic bottles (put at 95% in Coca cola's Corporate Responsibility and Sustainability 2012/2013 (2014) Report? What is the perception of retail managers on Coca Cola's stated success in recycling of the company's glass bottles?

Smye Holland Associates (2013) did a study to establish consumer response to PET packaging in beverage markets in Western European markets, Scandinavia and Eastern European countries including the Czech Republic, Poland and Russia. They found out that bottles made from plastic added almost 12 billion units to annual volumes between 2005 and 2010. No study has been done in Kenya on the safe collection and disposal of glass bottles in general and of Coca Cola Company's glass bottles. What is the retail managers' perception of the extent of Coca Cola Company's success in recovering and recycling its glass bottles in Kenya?

Literature Review

The discussion below entails the theoretical overview and the empirical review of the literature;

Theoretical Perspective

A theory in which this study is anchored is the theory of planned behavior (TOPB). Ioannou, Zampetakis and Lasaridi (2011) argue that the TPB provides a theoretical framework that is greatly used to identify the factors that determine various behaviour patterns, in both environmental and non-environmental domains. Coca cola's Corporate Responsibility and Sustainability 2012/2013 (2014) Report explains that the behavior of the Coca Cola Company's in constantly redesigning its packaging is aimed at reducing its weight without compromising its quality in order that the firm uses less material as well as reduce its carbon emissions. This is in line with the conclusion of Cheung, Chan and Wong (1999) which notes that controlling for the TOPB constructs, general environmental knowledge significantly predicts behavior. Cheung, Chan and Wong (1999) use Ajzen's theory of planned behavior (TOPB) to explain the intent of wastepaper-recycling behavior among college students in Hong Kong. The current study uses this theory to explain Coca Cola's aim of achieving a certain percentage of package recovery and recycling within a measured period of time is a planned behavior. Ioannou, Zampetakis and Lasaridi (2011) posit that there is a significant advantage brought about by TPB which is that it allows for the inclusion of "external" variables. In the current study the "external" variable is the economic benefit (e.g.) that recycling firms achieve by so doing.

Product Packaging and Recycling

Packaging deals with designing and producing appropriate packages for a product. The importance of packing has increased because of severe competition in the markets as marketers sometimes use it as a tool for competitive advantage. Good packaging is seen as protecting the products on its route from the seller to the buyer and in some cases even during its life with the user (King, 2013) and Zeigler, 2006). It is the first point of physical interaction with that product, it is what the consumer sees, feels, reads and handles and it makes a difference in determining what gets noticed on the shelf and ultimately purchased (Kolter, Keller, Brady, Goodman, and Hansen, 2009). A well designed and functional package adds

considerable value in influencing shopper perceptions and purchasing decisions in the retail environment (Gutierrez, 2001). Packaging is a key component of many retailers' sustainability strategies because it can greatly impact consumer's perception of waste. In addition, packaging also impacts the satisfaction or guilt a consumer feels about her own contribution to sustainability when she tosses it in the garbage or recycling bin (The European Development Bank, 2012). Consumer behavior is about how they purchase what they need, want and prefer and how they use and dispose the waste from the products. Packaging material needs to be well handled to reduce environmental pollution and it from being a health hazard to consumers and animals. Packaging materials accounted for 30.3% then of the total solid municipal waste, whereas Glass Recycling Fact Sheet (2009) purport that in by 2008 in Australia, glass accounted for 13% of rubbish collected per day. This offers more reason why "green" packaging should be considered for a sustainable environmental since packaging materials ultimately become waste. Association of Cities for Urban Cleanliness (2010) lists glass and glass shards as some of the elements to contributing to lack of cleanliness in urban areas. Smye Holland Associates (2013) and Abdullah and Akteruzzaman (2013) content that consumer preference for packaging keeps changing due to their ability to understand that quality, taste and personal enjoyment should not be compromised by drinks bottled in quality plastics packaging. Disposal of package material has for some time now been a global problem. The European Development Bank, (2012) notes that economic development which has led to novel human consumption patterns, has resulted in drastic increase in accumulation of waste. The ultimate result is environmental and public health hazard. The Report further notes that many countries lack adequate disposal facilities yet there are waste incinerators. The incinerators have continuously caused great public debate because of inherent air emissions.

Contextual Perspective

Unlike plastic liter which is easily noticeable as litter due to its lightweight and ease with which it can be transferred, glass litter is heavy and not easily noticeable. Hopewell, Dvorak and Kosior (2009) emphasize that actions that decrease the use of materials in product packaging (e.g. substitution of heavy packaging formats with lighter ones, or down-gauging of packaging) can in effect reduce the amount of material going into the waste-management system. They add that if products were designed to enable them to be reused, repaired and/or re-manufactured this may result in less environmental pollution. This means that if and when glass is recycled, it will reduce the amount found in waste. It seems that Coca Cola Company's decision rely on glass packaging is still significant in Kenya since a smaller percentage of consumers are able to take advantage of the portable plastic bottles. A majority of the Kenya population is living under one dollar a day and therefore the higher the price the lesser the acceptance of product (UNICEF Kenya Country Programme 2009-2013 Report, 2014). From the below data it shows that the Coca Cola Company has done a lot in recovery of their bottles and cans in North America, although the largest room is that for improvement. Smye Holland Associates (2013) note that plastics are the fastest-growing packaging material. They are noted to be lightweight, readily reusable, strong, flexible and recyclable without compromising the quality of the packaging contents. However little research explains how this liter is

collected. No research has been done to explain how glass bottle is collected for recovery and recycling neither has the opinion of retail managers been done over the same. The WWF (2012) affirms that in countries like USA, there are kerbside recycling schemes designated places like supermarkets, car parks and other public areas with special boxes strategically placed to collect glasses meant for recycling. This could be partly as a result of such countries' interest in environmental conservation which one of the responsibilities of business entities. Friends of the Earth (2009) Report notes that the presence of kerbside boxes is likely to reduce the cost of recycling of glass bottles.

Table 1. Percentage Growth of Coca-Cola system-supported recovery vs % of waste diverted from landfill in manufacturing facilities

	2010	2009	2008	2007
% of equivalent bottles and cans sold by North America system recovered through Coca-Cola system-supported recovery programs	43%	43%	41%	40%
% of waste diverted from landfill in manufacturing facilities	91%	74%	62%	65%

Coca cola: 2012-3 Sustainability Report: Source: <http://www.coca-colacompany.com/our-company/sustainability-update-sustainable-pac>

Methodology (Research Design and Sampling)

The researcher randomly selected 50 retail managers of supermarkets in Nairobi's central business district (CBD). To be included in the study, the managers had to have served in the respective supermarkets for not less than one year and the supermarkets must have been in operation for not less than a year. The researcher used a questionnaire survey to gauge the perception of retail managers on the self-evaluated success of Coca Cola Company's recovery and recycling of their glass bottles. The research was based in Nairobi's CBD in Kenya. It is expected that almost all the managers of a retail store that handles Coca Cola Company's products in a capital city would be well exposed to current issues such as the impact of packaging on the environment. To achieve this objective the researcher developed an online questionnaire using a 5-point likert. The questionnaire was administered to retail managers of supermarkets in the CBD. Cronbach's alpha was used to test the reliability and validity of the questionnaire and obtained a coefficient of 0.71. The study used MS Excel to analyze the data and specifically descriptive statistics (mean, frequency and percentages) and correlation analyses were done. Relevant findings were reached based on the test results.

Analysis of Findings

Position held and Gender of Store Managers

The study asked the respondents to indicate the position they held in the store. The findings presented in Figure 1 above depict that, majority (73.0%) of the respondents were assistant managers, while 27.0% were managers. This shows that most of the respondents worked as assistant managers. The study established that majority (64.9%) of the respondents were male while 35.1% were female. This implies that there was gender distribution among staffs of Coca-cola Company.

Age of Store

Based on the findings, most (70.3%) of the store were above 21 years, 16.2% were between 11-15 years, 10.8% were below 5 yrs, and 2.7% were between 6-10 yrs. This depicts that the age bracket with the highest number of stores was above 21 years.

Table 1. Success of the Coca cola Company's recovery and recycle of the glass bottles

	Mean	Std. Deviation
There are very many unbroken coca cola bottles lying around	1.2432	.49472
There are very many broken coca cola company bottles lying around	1.4324	.50225
I have ever been cut by a coca cola company bottle	1.7297	.73214
I know someone who have ever been cut by a coca cola company glass bottle	1.9459	.94122
I know of people who have hurt each the using empty coca cola glass bottles	1.7838	.82108

Table 2. Coca Cola's Glass Bottles Recycling

	Mean	Std. Deviation
Coca cola glass bottle recycling is responsible	4.4054	1.01268
Coca cola glass bottle recycling is a waste of time	1.4054	.76229
Coca-Cola company bottles contributes to environmental conservation	3.7568	1.23391
I have a very positive attitude towards coca cola glass bottle recycling	4.4324	1.06824
I find the idea of glass bottle recycling pleasing	4.4865	1.12105
Coca cola track all they glass bottles whether broken, dirty or not	2.7838	.67227
I know of a drop-off point where broken coca cola glass bottles are deposited	1.6486	.58766
I do not care if Coca cola company recycles the glass bottles or not	1.3243	.47458

Table 3. Respondents opinion on glass bottle recycling

	Mean	Std. Deviation
Coca cola glass bottle recycling is responsible	4.5405	.80259
Coca cola glass bottle recycling is a waste of time	1.3889	.76636
I have a very positive attitude towards coca cola glass bottle recycling	4.5676	.83468
I find the idea of glass bottle recycling pleasing	4.5405	.98867
I find the idea of glass bottle recycling unreasonable	1.5676	1.11904
I am not interested in the idea of glass bottle recycling	1.7027	.93882

Table 4. Respondents' Extent of Reusing Coca Cola's Glass Bottles

	Mean	Std. Deviation
Coca cola glass bottle is used by many to carry water	1.0270	.16440
Coca cola glass bottle is used by many to carry milk	1.8921	.39706
Coca cola glass bottle is used by many to carry other soft drinks	1.2432	.59654
Coca cola glass bottle is used by many to carry alcoholic drinks	1.0541	.22924
Coca cola glass bottle is used by many to carry honey	1.9730	.98563
Coca cola glass bottle is used by many to carry medicine	1.1351	.34658
Coca cola glass bottle is used by many to carry herbal drinks	2.9189	1.73811

Table 5. Monetary Incentives and employee motivation and performance

	Mean	Std. Deviation
Coca cola company has a policy on environmental conservation	2.1622	1.28048
Coca cola company has a policy on the recovery and recycling of glass bottles	2.4324	1.19118
Coca cola company has a policy on their unbroken glass bottles	3.0541	.97028
Coca cola company has a policy on their dirty glass bottles	2.8919	.93642
Coca cola company has a drop-off point of their broken glass bottles	1.8378	.86646
Coca cola company encourages consumers to participate in their glass bottles recovery	2.1892	1.39120

Table 6. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.919	0.845	0.789	0.6273

Table 7. Coefficient of determination

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.147	0.2235		5.132	0.000
	Policies on environmental conservation	0.752	0.1032	0.1032	7.287	.000
	Retail managers' attitude	0.487	0.3425	0.1425	3.418	.000
	Retail managers' knowledge	0.545	0.2178	0.1178	4.626	.000
	Retail managers' awareness	0.439	0.1937	0.0937	4.685	.000

Success of the Coca Cola Company's Recovery and Recycle of Glass Bottles

The study sought to determine retail managers' opinion on the Success of the Coca cola Company's recovery and recycle of the glass bottles. The respondents were asked to indicate the extent to which they agreed with statements in relation to this. The responses were placed on the five Likert scale where 1= strongly disagree, 2= disagree, 3= neutral, 4= agree and 5 is strongly agree. The results are as presented in Table 1 below.

From the findings, respondents disagreed that they know someone who have ever been cut by a coca cola company glass bottle (mean= 1.9459), they know of people who have hurt each other using empty coca cola glass bottles (mean= 1.7838), and that they have ever been cut by a coca cola company bottle (mean= 1.7297). In addition, respondents strongly disagreed that there are very many broken coca cola company bottles lying around (mean=1.4324) and that there are very many unbroken coca cola bottles lying around (mean=1.2432). This illustrates that there is success of the Coca cola Company's recovery and recycle of the glass bottles since there are less broken coca cola company bottles lying around.

Coca Cola's Glass Bottles Recycling

The study sought to determine retail managers' opinion on Coca cola's glass bottles recycling. The respondents were asked to indicate the extent to which they agreed with statements in relation to this. The responses were placed on the five Likert scale where 1= strongly disagree, 2= disagree, 3= neutral, 4= agree and 5 is strongly agree. The results are as presented in Table 2 above.

From the findings, respondents strongly agreed that they find the idea of glass bottle recycling pleasing (mean= 4.486), they have a very positive attitude towards coca cola glass bottles' recycling (mean= 4.4324), and that Coca cola glass bottle recycling is responsible (mean= 4.4054). Respondents also agreed that Coca-Cola company bottles contributes to environmental conservation (mean= 3.7568). However, respondents strongly disagreed that they don't care if Coca cola company recycles the glass bottles or not (mean= 1.3243), Coca cola glass bottle recycling is a waste of time (mean= 1.4054), they know of a drop-off point where broken coca cola glass bottles are deposited (mean= 1.6486), and that Coca cola track all they glass bottles whether broken, dirty or not (mean= 1.7027). This implies that there is a very positive attitude towards coca cola glass bottle recycling and that Coca cola glass bottle recycling is responsible, and that the idea of glass bottle recycling pleasing.

Retail Managers' Understanding of Concept of Glass Bottle Recovery and Recycling

The research sought to understand the level of awareness of any policy on recycling and reuse of the glass bottles. The study requested the respondents to indicate whether they know any policy on recycling and reuse of the coca cola company's glass bottles. Based on the findings, (most 94.6%) of the respondents indicated that they are aware of any policy on recycling and reuse of the coca cola company's glass bottles while 5.4 % denied awareness of any policy on recycling and reuse of the coca cola company's glass bottles. This shows that

most of the respondents are aware of any policy on recycling and reuse of the coca cola company's glass bottles

Respondents Opinion on Glass Bottle Recycling

The respondents were asked to indicate their opinion on glass bottle recycling. The responses were placed on the five Likert scale where 1= strongly disagree, 2= disagree, 3= neutral, 4= agree and 5 is strongly agree. The results are as presented in Table 3 above.

From the findings, respondents strongly agreed that they have a very positive attitude towards coca cola glass bottle recycling (mean= 4.5676), Coca cola glass bottle recycling is responsible, and the idea of glass bottle recycling pleasing (mean= 4.5405) respectively. However, respondents strongly disagreed that Coca cola glass bottle recycling is a waste of time (mean= 1.3889), they find the idea of glass bottle recycling unreasonable (mean= 1.5676), and that they are not interested in the idea of glass bottle recycling (mean= 1.7027). This implies that there is a very positive attitude towards coca cola glass bottle recycling and that Coca cola glass bottle recycling is responsible, and the idea of glass bottle recycling pleasing.

Respondents' Extent of Reusing Coca Cola's Glass Bottles

The respondents were asked to indicate the extent to which they the reuse Coca cola's glass bottles. The responses were placed on the five Likert scale where 1= strongly disagree, 2= disagree, 3= neutral, 4= agree and 5 is strongly agree. The results are as presented in Table 4 above;

From the findings, respondents strongly disagreed that money motivates them to exert more effort in their work (mean= 1.0270) and that fair salary package is the main motivator for them (mean=1.0541) and that (mean= 1.1351). In addition, the respondents disagreed that Coca cola glass bottle is used by many to carry milk (mean= 1. 8921), Coca cola glass bottle is used by many to carry honey (mean= 1.9730), and Coca cola glass bottle is used by many to carry herbal drinks (mean= 2.9189). This illustrates that Coca cola's glass are reused to a small extent.

Managers' Knowledge on Coca Cola Company Policies on Environmental Conservation through Recovery and Recycling of Company's Glass Bottle

The respondents were asked to indicate the perception of the retailer on their knowledge of coca cola company policies on environmental conservation though recovery and recycling of the company's glass bottle. The responses were placed on the five Likert scale where 1= strongly disagree, 2= disagree, 3= neutral, 4= agree and 5 is strongly agree. The results are as presented in Table 5 above.

From the findings, respondents neither agreed nor disagreed that Coca cola company has a policy on their unbroken glass bottles (mean= 3.0541). On the other hand, respondents disagreed that Coca Cola Company has a policy on their dirty glass bottles (2.8919), Coca cola company has a policy on the recovery and recycling of glass bottles (2.4324), Coca cola company encourages consumers to participate in their glass bottles recovery (2.1892), and that Coca cola company encourages consumers to participate in their glass bottles

recovery (1.8738) This illustrates that coca cola company lacked policies on environmental conservation through recovery and recycling of the company's glass bottle.

Inferential Statistics (regression analysis, the model and coefficient of determination)

Regression Analysis

In addition, the researcher conducted a multiple regression analysis so as to test relationship among variables (independent) on the retail managers' perception on coca-cola company's success of glass package recovery and recycling in Nairobi in Kenya. The researcher applied the statistical package for social sciences (SPSS V 17.0) to code, enter and compute the measurements of the multiple regressions for the study. The four independent variables that were studied, explain only 84.5% of the success of glass package recovery and recycling as represented by the R^2 . This therefore means that other factors not studied in this research contribute 15.5% of the success of glass package recovery and recycling. Therefore, further research should be conducted to investigate the other factors (15.5%) that affect success of glass package recovery and recycling.

Coefficient of Determination

Coefficient of determination explains the extent to which changes in the dependent variable can be explained by the change in the independent variables or the percentage of variation in the dependent variable (success of glass package recovery and recycling) that is explained by all the four independent variables (policies on environmental conservation, retail managers' attitude, retail managers' knowledge, and retail managers' awareness). Multiple regression analysis was conducted as to determine the extent to which retail managers' perception on coca-cola company's success of glass package recovery and recycling in Nairobi in Kenya. As per the SPSS generated table below, regression equation

$(Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \epsilon)$ becomes:

$$(Y = 1.147 + 0.752X_1 + 0.487X_2 + 0.545X_3 + 0.439 X_4)$$

According to the regression equation established, taking all factors into account (policies on environmental conservation, retail managers' attitude, retail managers' knowledge, and retail managers' awareness) constant at zero, success of glass package recovery and recycling will be 1.147. The data findings analyzed also shows that taking all other independent variables at zero, a unit increase in policies on environmental conservation will lead to a 0.752 increase in success of glass package recovery and recycling; a unit increase in retail managers' attitude will lead to a 0.487 increase in success of glass package recovery and recycling, a unit increase in retail managers' knowledge will lead to a 0.545 increase in success of glass package recovery and recycling, while a unit increase in retail managers' awareness will lead to a 0.439 increase in success of glass package recovery and recycling. This infers that policies on environmental conservation contribute most to the success of glass package recovery and recycling followed by retail managers' knowledge. At 5% level of significance and 95% level of confidence, policies on environmental conservation, retail managers' attitude, retail managers'

knowledge and retail managers' awareness were all significant, in success of glass package recovery and recycling.

DISCUSSION OF RESULTS

The study established that there is success of the Coca cola Company's recovery and recycle of the glass bottles since there are less broken coca cola company bottles lying around. The study also established that there is a very positive attitude towards coca cola glass bottle recycling and that Coca cola glass bottle recycling is responsible, and that the idea of glass bottle recycling pleasing. According to, Coca-Cola Company Sustainability Review, (2010), coca-cola company is serious about maximizing the value of the packaging material by recovering their beverage containers for reuse. Their beverage containers are recovered through multiple channels: the Coca-Cola system directly, industry-financed collection organizations, community-funded recycling programs, government mandated programs and informal collectors worldwide. To date, they have only been able to report recovery for a limited number of markets—of those markets, about 37 percent of the equivalent bottles and cans sent to market are recovered (Coca Cola Company, 2014). The company is working to identify independently verified recovery and recycling data and, as it becomes available, add this information to their global reporting. In addition to improve tracking of recycling, through their Coca-Cola Foundation and other means, The company is helping to expand and improve community recycling programs while supporting the inclusion of informal collectors as improved waste management practices are adopted in developing markets. Recovery and recycling are strongly impacted by local issues, with different circumstances in every area (Munala and Moirongo, 2011). In addition, the study found out that most of the respondents are aware of any policy on recycling and reuse of the coca cola company's glass bottles. Further it can be concluded from the study that there is a very positive attitude towards coca cola glass bottle recycling and that Coca cola glass bottle recycling is responsible, and the idea of glass bottle recycling pleasing. The study also revealed that Coca Cola Company lacked policies on environmental conservation though recovery and recycling of the company's glass bottle. Scanning the environment, one is able to see some Coca Cola Company bottles (some broken, others cracked and others not whole. At one time or another, in the rural areas, one hears a child being instructed to drop a broken bottle in a pit latrine or some hole to prevent it from causing harm to a person. One also hears of an individual having been cut buy a glass bottle. In 1944, a Coca Cola Company glass bottle exploded in the hands of a waitress causing her a 5-inch deep cut and the broken pieces were thrown away by another employee (King, 2013).

Regression analysis established that policies on environmental conservation contribute most to the success of glass package recovery and recycling followed by retail managers' knowledge. It was also established that policies on environmental conservation, retail managers' attitude, retail managers' knowledge and retail managers' awareness were all significant, in success of glass package recovery and recycling. According to King (2013), Glass recycling can benefit the environment. The marketing and societal concepts emphasize on sustainability of the environment. In Coca cola's Corporate Responsibility and Sustainability 2012/2013 (2014) Report and Coca Cola Company 2009 Sustainability Report (2009), the

company explains that its packages aim at meeting strict quality requirements and safety that would help them achieve quality delivery of products to their consumers as well as profitability. The company's long-run objective is to reduce manufacturing costs and achieve distribution efficiency. According to this reports almost 5% of its packaging materials is derived from recycled or renewable materials and this contributes to reduction in business risk and negative environmental impact.

Conclusion

The study concludes that there is success of the Coca cola Company's recovery and recycle of the glass bottles since there are less broken coca cola company bottles lying around. The study also concludes that there is a very positive attitude towards coca cola glass bottle recycling and that Coca cola glass bottle recycling is responsible, and that the idea of glass bottle recycling pleasing. In addition, the study concludes that most of the respondents are aware of any policy on recycling and reuse of the coca cola company's glass bottles. Further it can be concluded from the study that there is a very positive attitude towards coca cola glass bottle recycling and that Coca cola glass bottle recycling is responsible, and the idea of glass bottle recycling pleasing. The study also concludes that Coca Cola Company lacked policies on environmental conservation though recovery and recycling of the company's glass bottle. Finally, it can be concluded that policies on environmental conservation contribute most to the success of glass package recovery and recycling followed by retail managers' knowledge. Also policies on environmental conservation, retail managers' attitude, retail managers' knowledge and retail managers' awareness were all significant, in success of glass package recovery and recycling.

Recommendations

Based on the findings, the study recommends that, Coca-Cola Company should advocate for increased use of recyclable beverage containers which consists mostly of recyclable materials. By doing so, the company will promote environmental conservancy. The study also recommends that Coca-Cola Company should Minimizing the amount of packaging they use is one of the most significant way by reducing the carbon footprint of packaging throughout its lifecycle: from manufacture to transportation to disposal or recycling which have a negative impact on the environment

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