

**EFFECT OF GREEN SUPPLY CHAIN MANAGEMENT ON ENVIRONMENTAL  
PERFORMANCE AMONG TEA PROCESSING FACTORIES IN KENYA: A CASE OF NYERI  
COUNTY**

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## ABSTRACT

There has been increasing environmental concern from the government and the general public in the recent past and even today. Much of this concern has been on the impact of corporate activities on the natural environment. Green procurement is one of the most important factors of our environment.

This study aimed to bridge such gaps by exploring the effect of GSCM on Environmental Performance among Tea Processing Factories in Nyeri County. This study adopted a

descriptive survey. The target population of the study was 174 employees in 10 Tea Processing Factories in Nyeri County. Stratified random sampling was employed to select the sample for the study whereby a 30% sample was picked in each stratum to give a sample size of 52 respondents. The respondents were the managers and general staff in the ten Tea processing Factories. The study carried out a

pilot study to pretest and validate the questionnaire.

Reliability measured the

internal consistency of the instrument which was measured through Cronbach's alpha test while validity was established by the supervisor.

The study collected primary data through use of a questionnaire. Data was analyzed using descriptive and inferential statistics.

Quantitative data collected

was

analyzed by use of descriptive statistics using SPSS (

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) and presented through percentages, means, standard deviations and frequencies.

Qualitative data was analyzed in prose form.

The

analyzed data was

presented

by use of bar charts, graphs and pie charts.

The study found out that

green purchasing, green manufacturing,

green distribution,

green marketing and reverse logistics

affects environmental performance in tea processing firms. The study concludes that green

supply chain management

affects environmental performance in tea processing firms to a great extent.

The study recommends that there should be awareness creation among all stakeholders on how to engage in GSCM, its effects on environmental performance. The study recommends that the staff of tea processing firms should undergo professional experience to increase their technical knowledge on green supply chain management and how it affects the firms and the environment at large.

**Key Words:** Green Supply Chain Management, Environmental performance, Green distribution, Green manufacturing, Green marketing, Green purchasing, Reverse logistics

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