

Retail Managers' Perception on Coca-Cola Company's Success of Glass Package Recovery and Recycling in Nairobi, Kenya

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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 were 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.

Keywords : Coca Cola Company glass bottles, Kenya, Nairobi, packaging, retail manager

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