



RESEARCH ARTICLE

RETAIL MANAGERS' PERCEPTION ON COCA-COLA COMPANY'S SUCCESS OF GLASS PACKAGE RECOVERY AND RECYCLING IN NAIROBI IN 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 was collected through questionnaires and analyzed using descriptive statistics and correlation analysis were used to analyze the data. The study found out the company attained relative success although.

Key words:

Retail Manager, Perception,
Coca-Cola Company Glass Package
Recovery, Recycling, Nairobi, Kenya.

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INTRODUCTION

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 & 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. 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. Packaging is the shipping container which is used for transportation and storage (Kolter, Keller, Brady, Goodman, and Hansen, 2009). Improvements in packaging include use of lightweight materials, materials with surfaces coated to increase abrasion resistance, use of wide mouth containers with easy-open fitted caps. There is use of metal containers like tinplate cans made of low carbon mild steel that lacquered internally to prevent corrosion and plastic containers that contain organic substances which are sensitive to bacterial contamination (Smye Holland Associates, 2013).

Retail Stores

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 & 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. 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 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

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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.

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). 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. This can cause fatal harm 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 is 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? 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 collection and disposal of glass bottles in general and of Coca Cola Company's glass bottles.

Theoretical Overview

The theoretical perspective focused on 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 note 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

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). 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.

Coca Cola Company and Package Recovery

There is little research done in Kenya on Coca Cola Company packaging. The company’s soft drink has been packaged in glass bottle for long in Kenya and this seems to be the major trend 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). 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. Coca Cola: 2012-3 Sustainability Report shows that the Coca Cola Company has done a lot in recovery of their bottles and cans in North America, (40%, 41%, 43% and 43% in 2007,2008, 2009 and 2010, respectively) although the largest room is that for improvement. Smye Holland Associates (2013) note that plastics are the fastest-growing packaging material since they are lightweight, readily reusable, strong, flexible and recyclable without compromising the quality of the packaging contents. Little 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) notes that the presence of kerbside boxes is likely to reduce the cost of recycling of glass bottles.

Methodology (Research Design and Sampling)

The researcher randomly selected 50 retail managers of supermarkets in Nairobi’s central business district (CBD). The managers included in the study are those who had served in the respective stores 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 SPSS to analyze data and specifically descriptive statistics (mean, frequency and percentages) and correlation analyses.

Analysis and Discussion

Position held and Gender of Store Managers

The study asked the respondents to indicate the position they held in the store. The findings 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.

Managers’ Perception of Success of Coca Cola Company’s Glass Bottle Recovery

Most stores (70.3%) had been in operation for over 21 years, 16.2% were between 11-15 years, 10.8% were below 5 years and 2.7% were between 6-10 years. Most stores have been in operation for over 21 years. The managers were asked to indicate the extent to which they agreed with statements in relation to this. The responses were put on the five Likert scale where 1= strongly disagree, 2= disagree, 3= neutral, 4= agree and 5 is strongly agree. 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). It shows that there is relative success of the company’s recovery and recycle of glass bottles since there are less broken coca cola company bottles lying around.

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

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

Coca Cola's Glass Bottles Recycling

The study sought to determine retail managers' opinion on Coca cola's glass bottles recycling. Respondents were asked to indicate the extent to which they agreed with the company's glass bottle recycling using a five Likert scale: 1= strongly disagree, 2= disagree, 3= neutral, 4= agree and 5= strongly agree. The results are shown in Table 2 below:

Table 2. Coca Cola's Glass Bottles Recycling

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 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

The respondents strongly agreed that they find glass bottle recycling pleasing (mean= 4.486), they have a positive attitude towards coca cola glass bottles' recycling (mean= 4.4324), and that Coca cola glass bottle recycling is beneficial (mean= 4.4054). Respondents also agreed that the company's glass bottles' recovery contributes to environmental conservation (mean= 3.7568). They strongly disagreed that they don't care if the company recycles glass bottles or not (mean= 1.3243), Coca cola glass bottle recycling is a waste of time (mean= 1.4054), some 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 there is a positive attitude towards Coca cola glass bottle recycling and that this recycling is beneficial to both the company and the consumer.

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. Most of the respondents (94.6%) indicated that they are aware of some policies on recycling and reuse of coca cola company's glass bottles while 5.4 % were un aware of any policy on recycling and reuse of coca cola company's glass bottles. This means respondents are aware of

any policy on recycling and reuse of the coca cola company's glass bottles

Respondents' Extent of Reusing Coca Cola's Glass Bottles

Respondents were asked to indicate the extent to which reuse Coca cola's glass bottles are reused (on a five Likert scale where 1= strongly disagree, 2= disagree, 3= neutral, 4= agree and 5 is strongly agree). (See results in Table 3 below). 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, 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). It shows Coca cola's glass bottles are reused to a small extent.

Table 3. Respondents' Extent of Reusing Coca Cola's Glass Bottles

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

Managers' Knowledge on Coca Cola Company Policies on Environmental Conservation though 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 4 below.

Table 4. Monetary Incentives and employee motivation and performance

The company has a policy on environmental conservation	2.1622	1.28048
The company has a policy on 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
The company involves consumers in glass bottles recovery	2.1892	1.39120

The 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.

Table 5. Model Summary

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

The four independent variables studied explain only 84.5% of the success of glass package recovery and recycling (represented by R^2). This means that other factors not studied in this research contribute 15.5% of the success of glass package recovery and recycling. 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:

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

The regression analysis shows that, taking all factors (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. It also shows that 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 leads to 0.439 increase in success of glass package recovery and recycling.

Table 6. Coefficient of determination Model

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.147	0.2235		5.132	.00
Policies on environmental conservation	0.752	0.1032	0.1032	7.287	.00
Retail managers' attitude	0.487	0.3425	0.1425	3.418	.00
Retail managers' knowledge	0.545	0.2178	0.1178	4.626	.00
Retail managers' awareness	0.439	0.1937	0.0937	4.685	.00

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 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 the company's direct system, 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, about 37 percent of the equivalent bottles and cans sent to market are recovered (Coca Cola Company, 2014). The company aims 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 help 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 impacted on 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 some policies on recycling and reuse of coca cola company's glass bottles. Further it can be concluded from the study that there is a strong 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 the company has not enforced 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's 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).

The study established that policies on environmental conservation contribute most to the success of glass package recovery and recycling followed by retail managers' knowledge. 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. King (2013) notes that glass recycling can benefit the environment. In Coca cola's Corporate Responsibility and Sustainability 2012/2013 (2014) Report and Coca Cola Company 2009 Sustainability Report (2009), the company aims to meet strict quality package 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 report almost 5% of its packaging materials are derived from recycled or renewable materials. 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 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 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 the company lacks adequate policies on environmental conservation though recovery and recycling. 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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