

Green Procurement in the Retail Industry: Challenges and Opportunities in Achieving Environmental Sustainability in Temeke Municipal.

Alfred Luoga

Department of Procurement
Tanzania Institute of Accountancy (TIA)
Dar Es Salaam-Tanzania
Alfred.luoga@tia.ac.tz

Abstract: This study explored the challenges and opportunities associated with green procurement in the retail industry within Temeke Municipal, Tanzania. As businesses increasingly acknowledge the importance of environmental sustainability, green procurement has emerged as a critical practice in reducing environmental impact and enhancing corporate responsibility. Through a comprehensive analysis of 50 retail businesses, this research identified key barriers to green procurement, including high implementation costs, supplier constraints, regulatory uncertainty, and knowledge gaps. Despite these challenges, the study also uncovered significant opportunities such as improved brand reputation, increased customer loyalty, and access to new market segments. The study employed a mixed-methods approach, incorporating both quantitative surveys and qualitative interviews with retail managers, procurement officers, and representatives from NGOs. Findings revealed that while the financial burden and complex regulatory landscape posed substantial obstacles, businesses that successfully implemented green procurement practices reported notable benefits. These included enhanced corporate image, better market positioning, and increased sales from eco-conscious consumers. However, barriers such as inconsistent enforcement of regulations and lack of clear guidelines hindered broader adoption. The research concluded that addressing these challenges through clearer regulatory frameworks, financial incentives, and strengthened supplier networks could significantly advance green procurement practices. Future research is recommended to further explore the impact of regulatory changes, the role of technological innovations, and the effectiveness of incentive programs. This study provides valuable insights for policymakers, business leaders, and stakeholders aiming to promote sustainability in the retail sector.

Keywords: Green Procurement, Environmental Sustainability, Retail Industry, Sustainable Procurement, Retail Business, Challenges in Green Procurement, Opportunities in Green Procurement, Eco-Friendly Products.

1.0 INTRODUCTION

The increasing concern for environmental sustainability has significantly influenced the practices of various industries, including retail. Green procurement, which referred to the purchasing of products and services that had minimal environmental impact, had emerged as a critical strategy for retailers aiming to reduce their ecological footprint. This research examined the challenges and opportunities associated with implementing green procurement within the retail industry, with a specific focus on Temeke Municipal, Dar Es Salaam. Temeke Municipal, one of the rapidly growing areas in Dar Es Salaam, had experienced a notable increase in retail activities, making it an ideal case study for exploring green procurement practices. Retailers in this region had faced numerous obstacles, such as higher costs of eco-friendly products, limited availability of sustainable suppliers, and the complexity of certifying green products. These challenges were compounded by the local context, where awareness and infrastructure for sustainable practices were still developing.

However, despite these challenges, green procurement had also presented substantial opportunities for retailers in

Temeke Municipal, including enhanced brand reputation, customer loyalty, and compliance with evolving environmental regulations. Furthermore, the growing consumer awareness in Dar Es Salaam regarding environmental issues had encouraged retailers to adopt more sustainable practices to meet market demands. The study aimed to provide a comprehensive understanding of how the retail industry in Temeke Municipal had navigated these challenges and capitalized on the opportunities to achieve environmental sustainability through green procurement practices.

Recent research highlights the growing importance of sustainable procurement practices in various industries, particularly in retail, to reduce environmental impact. A meta-analysis of 116 studies across 30 countries reveals that green procurement and green supply practices significantly influence firms' sustainability performance across financial, environmental, operational, and social dimensions[1]. Sustainable procurement strategies in supply chain management can lead to improved environmental stewardship and long-term corporate performance [2]. With over 40% of an organization's carbon footprint related to procurement, addressing this area is crucial for mitigating global sustainability impacts [3]. In emerging economies like Bangladesh, waste management has been identified as the

most critical indicator for establishing environmental sustainability in industries, emphasizing the need for context-specific strategies[4]. These findings highlight the potential of sustainable procurement in driving environmental sustainability across various sectors and geographical contexts.

Retailers worldwide are increasingly adopting green procurement practices and aligning with the United Nations' Sustainable Development Goals (SDGs) to address environmental concerns and meet consumer demand for sustainable products [5]. Many leading European retailers have publicly committed to contributing to the SDGs, though the scale and extent of their commitment vary [6]. However, retailers face several challenges in making significant contributions to the SDGs, including prioritizing specific goals, measuring and reporting their achievements, and reconciling sustainability with economic growth [5, 6]. To effectively implement corporate social responsibility (CSR) objectives, organizations need to establish clear linkages between their CSR policies and functional strategies, particularly in procurement and supply chain management [7]. As retailers continue to pursue sustainability strategies, they must address these challenges to play a vital role in achieving the SDGs[6].

The concept of green procurement has gained global traction as businesses recognize the long-term benefits of sustainable practices [8]. In developed economies, particularly in Europe and North America, green procurement has become a standard practice in the retail sector, with growing demand for eco-labeled products[9]. This trend is supported by well-established infrastructure for recycling and waste management [8]. Green procurement focuses on selecting environmentally friendly materials and suppliers, while green supply extends to developing and cooperating with green suppliers [10]. Both practices positively impact firm sustainability performance across financial, environmental, operational, and social dimensions [10]. Key drivers for adopting green procurement include market pressure, leadership, regulatory frameworks, and quality management, which enhance customer satisfaction [11]. However, current eco-labeling and green procurement criteria development processes often lack a long-term sustainability perspective, suggesting potential for improvement[12].

Green procurement and sustainable supply chain practices have gained significant traction in recent years as companies seek to reduce environmental impact and enhance brand reputation. Studies show that organizations are aligning their procurement strategies with corporate social responsibility objectives [13]. The adoption of green procurement practices is influenced by factors such as product performance, environmental concerns, and health and safety issues [14]. Implementation of these practices varies across countries, industries, and firm sizes [10]. Companies holding ISO 14001 certification, particularly in the electronics industry, have

been early adopters of green procurement[14]. The benefits of sustainable practices often outweigh the costs, with major corporations reporting significant cost reductions and decreased greenhouse gas emissions[15]. Furthermore, sustainable practices can improve business reputation and create new opportunities by developing products that align with customer preferences for environmentally friendly options[15].

Recent research highlights the gradual adoption of green procurement practices in Africa, despite challenges such as limited resources and infrastructure[16]. The continent presents unique sourcing opportunities, with an increasing emphasis on sustainability and the development of professional procurement practices[17]. Initiatives like the African Union's Agenda 2063 aim to drive Africa's transformation and sustainable development over the next 50 years, creating opportunities for management research and implementation[18]. The African Continental Free Trade Area (AfCFTA) is intended to establish a single market for products and services, so encouraging trade and investment. However, environmental uncertainty still poses a substantial challenge. A sustainability-enabled model has been proposed to facilitate AfCFTA adoption under uncertain conditions, emphasizing the importance of institutionalization, supply chain integration, resilience, and innovativeness in achieving sustainable supply chain performance[19].

Recent studies highlight progress in green procurement adoption in African countries, particularly South Africa and Kenya. In South Africa, public sector organizations are increasingly implementing environmentally sustainable practices, though challenges like resource constraints persist[16]. The government has issued guidelines for green public procurement, encouraging both public and private sectors to consider environmental criteria in purchasing decisions [20]. In Kenya, the government has established policies and legislation to promote sustainable procurement, including the Environmental Management and Coordination Act[21]. However, adoption has been slow, with factors such as organizational capacity, incentives, and pressures identified as key determinants of green procurement implementation [22]. Both countries face challenges in capacity building, cultural assimilation, and funding for sustainable procurement projects. Overcoming these obstacles requires collaboration between stakeholders and integration of social and economic policies into procurement practices [20].

The rapid urbanization of Tanzania, particularly in Dar es Salaam, has led to significant environmental and development challenges [23]. As the city expands, driven by population growth and migration, it faces issues like waste management, energy consumption, and pollution [24]. The retail sector's growth in urban areas has highlighted the need for more sustainable practices, including green procurement [25]. However, the implementation of strategic procurement

practices in Tanzania's public sector faces several obstacles, such as lack of training, insufficient knowledge about green procurement, absence of a national green procurement policy, and limited availability of environmentally friendly products [25]. Urban management in Tanzania must address these challenges while exploring opportunities for sustainable development [23]. Improving planning implementation, creating comprehensive databases, and enhancing social services are crucial steps towards transforming cities like Dar es Salaam into smart, sustainable urban centers [24].

Tanzania has implemented various policies to promote environmental sustainability, but their effectiveness varies across sectors. In fisheries, Beach Management Units have positively impacted the abundance of economically important fish species in Lake Victoria[26]. Zanzibar's mangrove management policies have evolved from colonial times, with recent efforts to involve local communities, though challenges remain in harmonizing conflicting laws[27]. Renewable energy policies are seen as crucial for Tanzania to meet its greenhouse gas reduction targets and contribute to global climate change mitigation efforts [28]. However, in the artisanal and small-scale mining sector, formalization efforts have not automatically led to improved environmental protection [29]. These studies highlight the need for more comprehensive, inclusive, and sector-specific approaches to environmental policy implementation in Tanzania to achieve sustainable development goals.

The adoption of green procurement practices in Tanzania faces several challenges, including limited awareness and implementation of sustainable practices in organizations [30]. Public sector entities struggle with a lack of training on strategic procurement issues and insufficient knowledge about green procurement concepts [25]. High costs associated with green products and the absence of a national green procurement policy further hinder implementation [25]. Manufacturing companies encounter difficulties in sourcing environmentally friendly materials, managing high operational costs, and addressing the lack of demand for expensive green products [30]. Additionally, procurement professionals face buyer- and supplier-related challenges [31]. Despite these obstacles, collaborative procurement practices offer potential benefits such as lower prices, reduced transaction costs, and improved product quality[32]. To overcome these challenges, organizations should focus on training, establishing clear guidelines, and improving information sharing between firms and suppliers [30, 32].

Green procurement and sustainable consumer behavior are gaining traction in Tanzania, despite facing challenges. While public sector organizations struggle with implementing green procurement due to lack of training, policies, and high costs [25], young Tanzanian consumers show increasing environmental consciousness and willingness to pay for eco-friendly products [33]. Corporate social responsibility awareness and practices are also growing in Tanzania,

although barriers remain [34]. Key obstacles to green purchasing in developing countries include high prices, limited product availability, low credibility of eco-labels, and inadequate information [35]. To overcome these challenges and promote sustainable practices, effective government leadership, social initiatives, and marketing strategies are necessary [35]. By addressing these issues, Tanzania can improve its competitiveness in attracting CSR practices and encourage both foreign and local entrepreneurs to comply with sustainability standards [34].

The primary objective of this study was to investigate the challenges and opportunities associated with implementing green procurement practices within the retail industry in Temeke Municipal, Dar Es Salaam. This research aimed to provide a comprehensive understanding of the barriers retailers faced, such as higher costs, limited availability of eco-friendly products, and a lack of consumer awareness. Additionally, the study sought to identify the potential opportunities for retailers to gain competitive advantages, improve brand reputation, and comply with evolving environmental regulations by adopting sustainable procurement practices.

The relevance of this study was twofold. First, it addressed a critical gap in the existing literature on green procurement in the context of developing countries, where sustainable practices were often underexplored and underutilized. By focusing on Temeke Municipal, the study provided localized insights that could inform both retailers and policymakers about the practicalities of implementing green procurement in urban areas with similar socio-economic and environmental conditions. Second, the findings of this research had the potential to contribute to broader environmental sustainability efforts in Tanzania. By highlighting the benefits of green procurement, the study aimed to encourage more retailers to adopt sustainable practices, ultimately supporting the country's goals of achieving sustainable development and reducing its environmental footprint.

2.0 METHODOLOGY OF THE STUDY

2.1 Research Design

This study employed a mixed-methods research design, combining both quantitative and qualitative approaches to explore the challenges and opportunities associated with green procurement in the retail industry of Temeke Municipal, Dar Es Salaam. The mixed-methods approach was chosen to provide a comprehensive analysis of the subject, enabling the collection of numerical data to identify trends and patterns, as well as in-depth insights through qualitative data.

2.2 Study Area, Population and Sample Size

The research was conducted in Temeke Municipal, one of the three municipalities of Dar Es Salaam, Tanzania. Temeke Municipal was selected due to its rapid urbanization and growing retail sector, making it a representative case for studying the adoption of green procurement practices in urban areas of developing countries. The study targeted retail businesses operating within Temeke Municipal. The population included small, medium, and large retailers involved in various sectors, such as supermarkets, clothing stores, and electronics shops. A purposive sampling technique was used to select 50 retail businesses that were likely to have some level of awareness or involvement in green procurement practices. This sample size was deemed sufficient to provide a diverse and representative overview of the retail sector in the area.

2.3 Data Collection Methods

Survey Questionnaires were used in order to capture quantitative data. Structured questionnaires were administered to managers or procurement officers of the selected retail businesses. The questionnaires included both closed-ended and Likert-scale questions to capture data on the extent of green procurement practices, challenges faced, perceived benefits, and other factors related to green procurement.

For qualitative data, Semi-structured interviews were conducted with a subset of 15 retail managers or procurement officers from the surveyed businesses. These interviews aimed to gather more detailed information about the specific challenges and opportunities related to green procurement, the decision-making processes, and the participants' perceptions of the benefits and barriers to adopting these practices. Two focus group discussions were held with a mix of retail business owners, procurement officers, and representatives from local environmental NGOs. These discussions provided a platform for participants to share experiences, challenges, and insights into the potential for scaling green procurement practices in Temeke Municipal.

2.4 Data Analysis

The quantitative data from the questionnaires were analyzed using descriptive statistics, including frequencies, percentages, and mean scores, to identify trends and patterns in green procurement practices. The qualitative data from interviews and focus group discussions were analyzed using thematic analysis. The recorded interviews and FGDs were transcribed, and recurring themes related to challenges, opportunities, and strategies for green procurement were identified. Thematic analysis helped to contextualize the quantitative findings and provided a deeper understanding of the factors influencing green procurement in the retail sector.

3.0 RESULTS AND DISCUSSION

In this section the results and discussion of the findings are presented, they begin with simple demographic information of 50 respondents followed by main indicating factors in the form of extent of green procurement practices, challenges in adopting green procurement, opportunities in adopting green procurement, Perceived benefits of green procurement, barrier to implementation of green procurement and regulatory challenges in green procurement.

3.1 Demographic Information of the Respondents

This section provides general information about the respondents and their businesses including gender, age, level of education, position of respondent in a business, type of business surveyed, years of business operations, business annual revenue, awareness on green procurement and perception of environment issues. These information's was obtained from respondents by questionnaires and interviews.

3.1.1 Gender of Respondents

The gender distribution of respondents was a significant factor in understanding the dynamics within the retail sector, particularly concerning the adoption and implementation of green procurement practices. In figure 1, the data revealed that 70% of the respondents were male, while 30% were female. This considerable gender disparity suggested that men were more actively engaged in or had more prominent roles in the retail industry, especially in positions related to procurement and decision-making processes within Temeke Municipal. The overrepresentation of men in this study could reflect broader societal and cultural norms in Tanzania, where men often occupy leadership positions in business and industry, including the retail sector.

This gender imbalance could have implications for the implementation of green procurement practices. Research has shown that diverse teams, particularly those that include both male and female perspectives, tend to make more balanced and comprehensive decisions, particularly in areas related to sustainability and environmental stewardship. The underrepresentation of women in this study could mean that the female perspective, which might offer unique insights into sustainable practices and community-oriented approaches, was not fully captured or utilized in decision making processes related to green procurement. Moreover, the gender gap might also indicate that women are less involved in or have less influence over procurement decisions, which could affect the inclusivity and effectiveness of sustainability initiatives within the retail sector.

Addressing this gender disparity could be critical in enhancing the effectiveness of green procurement strategies. Efforts to promote gender equity in the retail industry, particularly in roles related to procurement and sustainability, could lead to more innovative and effective approaches to

environmental sustainability. Engaging more women in these processes might also contribute to a broader range of ideas and strategies for overcoming the challenges associated with green procurement, ultimately supporting the goal of achieving environmental sustainability in Temeke Municipal's retail sector. Therefore, the gender distribution observed in this study highlighted the need for more inclusive

practices that leverage the strengths and perspectives of both men and women in the pursuit of sustainable development goals.

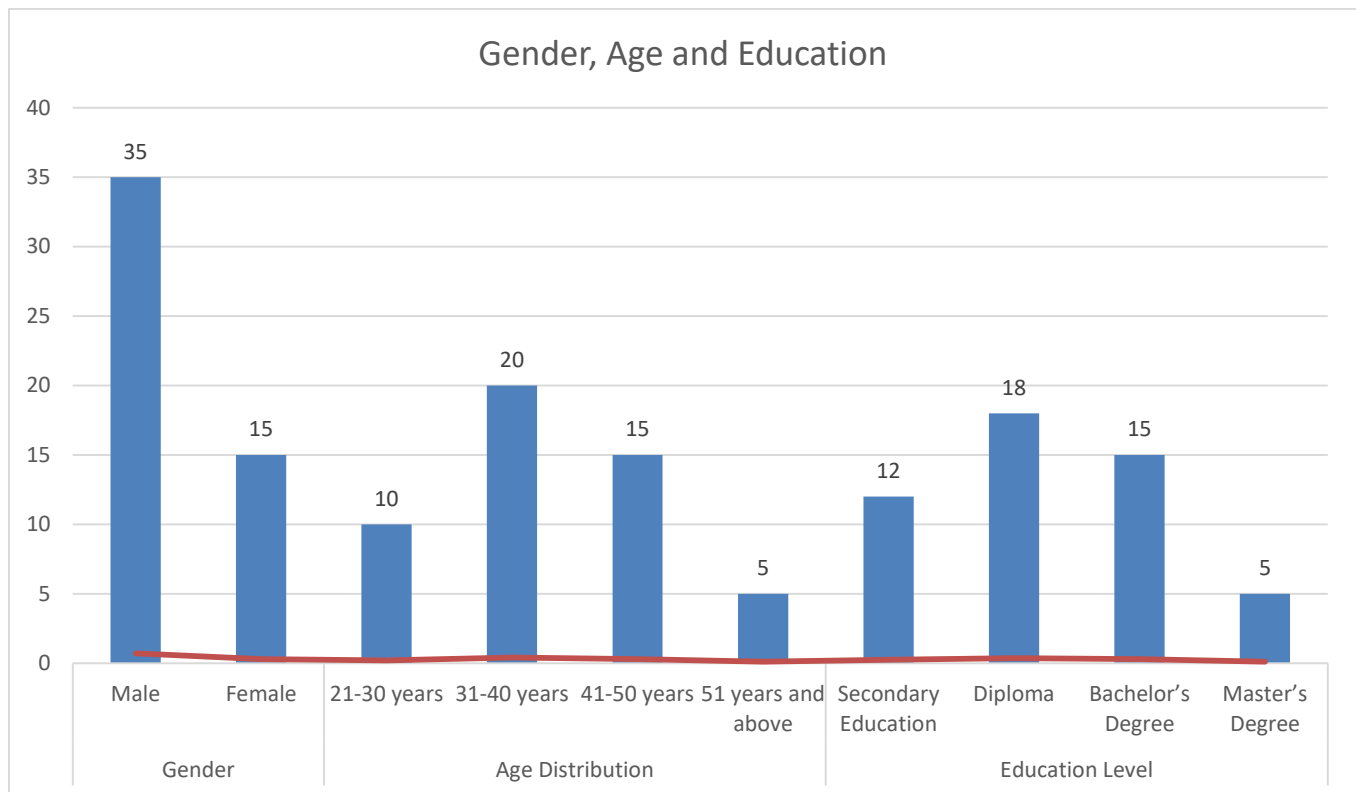


Figure 1: Gender, Age and Education Level of respondents

3.1.2 Age of Respondents.

The age distribution of respondents provided essential insights into the demographic dynamics influencing green procurement practices. The results shown in figure 1 shows that, largest group of respondents, 40%, were aged 31 to 40 years, suggesting that this unit, typically in middle management or senior roles, played a crucial role in decision-making processes related to procurement. Their involvement likely shaped the direction of sustainability initiatives within the retail sector.

Following this, 30% of respondents were aged 41 to 50 years. This group, often holding leadership positions, brought extensive industry experience to the table. However, their familiarity with traditional procurement practices could present challenges in transitioning to greener methods, making their engagement and leadership vital for the success of sustainability strategies.

The younger age group, 21 to 30 years, represented 20% of the respondents. Although they may not yet hold significant decision-making power, their openness to innovation and sustainability is crucial for the long-term adoption of green procurement practices. Their involvement signals the potential for future growth in sustainable practices as they advance in their careers.

The smallest group, those aged 51 years and above, comprised 10% of the respondents. These experienced professionals, often in senior leadership roles, exercise significant influence over strategic decisions. While they might be more resistant to change, their support is essential for embedding sustainable procurement practices across the industry.

Overall, the age distribution highlighted the importance of engaging all age groups in the shift towards sustainable procurement, ensuring that both experience and innovation are leveraged to achieve environmental sustainability in the retail sector at Temeke Municipal.

3.1.3 Education Level of Respondents

The educational background of respondents played a crucial role in understanding their capacity to engage with and implement green procurement practices. The data in figure 1 indicated that 36% of the respondents held a Diploma, making it the most common educational level among participants. This suggests that a significant portion of individuals involved in the retail industry had attained post-secondary education, which likely provided them with practical knowledge and skills necessary for understanding the basic principles of procurement, including sustainability.

Following this, 30% of the respondents had earned a Bachelor's Degree. This group, with a more advanced academic background, was likely better equipped to engage with complex concepts related to green procurement. Their educational qualifications might have enabled them to critically assess the environmental impact of procurement decisions and advocate for the adoption of sustainable practices within their organizations.

Respondents with only Secondary Education comprised 24% of the study's sample. While these individuals were likely involved in operational roles within the retail sector, their lower level of formal education might have limited their understanding of green procurement's broader implications. This could pose challenges in the widespread adoption of sustainable practices, as additional training and awareness building efforts might be necessary to ensure that this group fully supports and engages with green procurement initiatives.

While, 10% of the respondents held a Master's Degree, indicating a small but significant portion of highly educated professionals in the retail industry. These individuals likely occupied senior or specialized roles where they could influence strategic decisions, including the integration of sustainability into procurement processes. Their advanced education would have provided them with the analytical skills needed to navigate the complexities of green procurement, making their involvement critical to the success of sustainability initiatives within Temeke Municipal's retail sector.

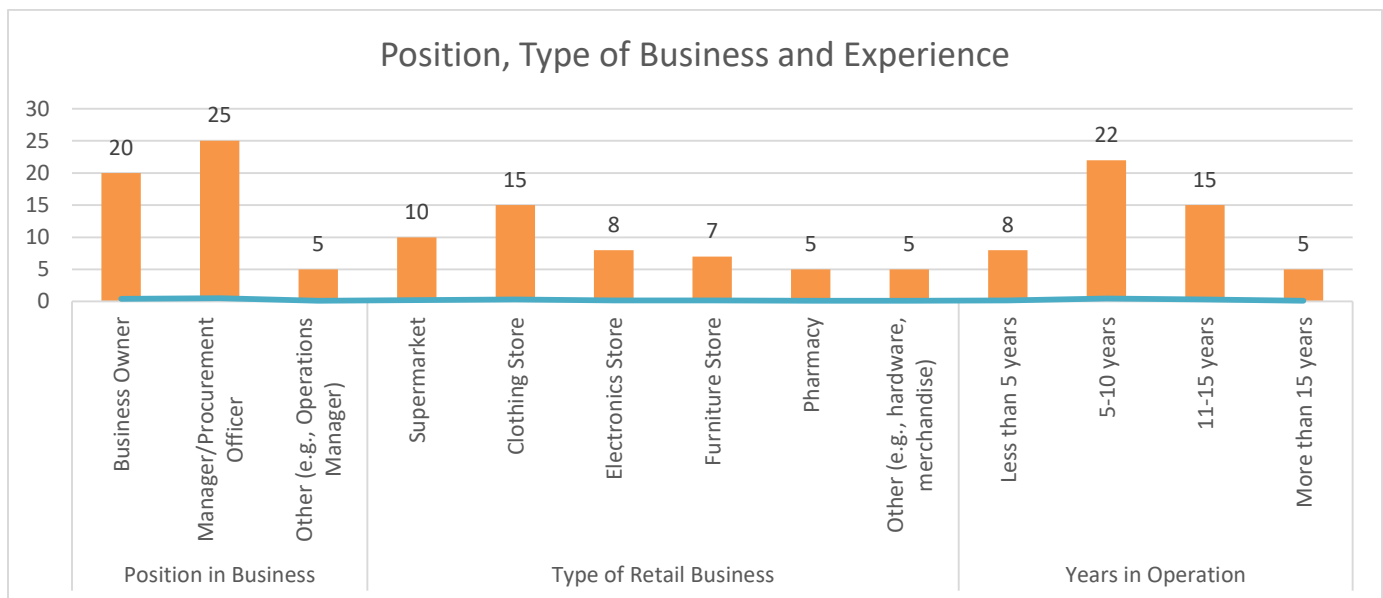


Figure 2: Position in business, Type of business and years in operations.

3.1.4 Position of Respondents in a Business.

The positions held by respondents within their businesses provided crucial insights into their roles in the adoption and implementation of green procurement practices. The data in figure 2 revealed that 50% of the respondents were Managers or Procurement Officers, a group that likely had significant influence over purchasing decisions and the integration of sustainability criteria into procurement processes. As these individuals were directly involved in procurement, they played a central role in determining whether and how green

procurement practices were adopted. Their understanding of environmental sustainability, coupled with their decision-making power, positioned them as key drivers in the shift towards greener procurement practices within the retail sector.

Business Owners accounted for 40% of the respondents, indicating that a substantial portion of the participants had ownership stakes in their businesses. As owners, these individuals were likely to have a long-term perspective on the benefits of sustainable practices, including the potential for green procurement to enhance their business reputation and

reduce costs through efficiency gains. However, their commitment to green procurement would have depended on their awareness of and belief in the economic and environmental benefits of such practices. Given their significant influence over business strategy, the attitudes of Business Owners towards green procurement were critical in determining the overall direction and success of sustainability initiatives within their enterprises.

The remaining 10% of respondents were categorized as holding other positions, such as Operations Managers. While these roles might not have been directly involved in procurement, individuals in these positions still played a vital role in the implementation of green procurement policies. Their responsibilities likely included ensuring that sustainable practices were followed throughout the operational processes, aligning the day-to-day activities of the business with the main goals of environmental sustainability. Although smaller in number, their involvement was essential in bridging the gap between strategic procurement decisions and operational execution, ensuring that green procurement practices were effectively integrated into the business's overall operations.

This distribution of roles highlighted the diverse yet complementary responsibilities within the retail sector that contributed to the success or challenges of implementing green procurement practices in Temeke Municipal. Understanding the perspectives and influence of each group was crucial in identifying the opportunities and barriers to achieving environmental sustainability through green procurement in the retail industry.

3.1.5 Types of Retail Business Surveyed.

Types of retail businesses surveyed, as the results stipulated in figure 2, offered valuable insights into the varying approaches and challenges associated with implementing green procurement practices across different sectors. The data indicated that Clothing Stores comprised 30% of the respondents, making it the largest group within the study. Clothing stores, given their substantial reliance on a wide range of suppliers and materials, faced unique challenges in adopting green procurement. These challenges included sourcing sustainable fabrics, reducing waste in production, and ensuring that suppliers adhered to environmental standards. The prominence of clothing stores in the study suggested that efforts to integrate green procurement in this sector could have a significant impact on environmental sustainability within Temeke Municipal.

Supermarkets accounted for 20% of the respondents, representing another key segment of the retail industry. Supermarkets, due to their broad product offerings, dealt with a complex supply chain, making the adoption of green procurement both challenging and impactful. The need to source sustainably produced goods, minimize packaging

waste, and manage the environmental impact of logistics were critical considerations for supermarkets. The significant representation of supermarkets in the study highlighted their central role in promoting green procurement practices, given their influence over consumer choices and the wide array of products they offer.

Electronics Stores, making up 16% of the respondents, faced distinct challenges related to green procurement, particularly in sourcing environmentally friendly products and managing electronic waste. The environmental impact of electronic goods, from production to disposal, made green procurement in this sector particularly crucial. However, the technical complexity of electronics and the reliance on global supply chains presented significant obstacles to achieving sustainability goals.

Furniture Stores, which constituted 14% of the respondents, were also integral to the discussion on green procurement. The furniture industry's reliance on materials such as wood and textiles meant that sustainable sourcing practices were essential for reducing environmental impact. Ensuring that wood products were sourced from certified, sustainable forests and minimizing waste in production were among the key challenges faced by this sector.

Pharmacies, representing 10% of the respondents, and other types of retail businesses such as hardware and merchandise stores, which also made up 10%, brought additional perspectives to the study. Pharmacies, while smaller in number, had to navigate the complexities of sourcing sustainable pharmaceutical products and managing packaging waste. Other retail businesses, although diverse, shared common challenges related to sourcing and waste management, making their contribution to the study important for a comprehensive understanding of green procurement practices across the retail industry.

Therefore, the diverse representation of retail businesses in the study emphasized the varying challenges and opportunities associated with implementing green procurement in different sectors. Each type of business brought unique perspectives and obstacles to the table, highlighting the need for tailored strategies to achieve environmental sustainability within the retail industry at Temeke Municipal.

3.1.6 Years of Operation of the Surveyed Businesses

The years of operation of the surveyed businesses provided important context for understanding their capacity and willingness to adopt green procurement practices. As the results presented in figure 2, the data showed that 44% of the respondents had been in operation for 5 to 10 years, indicating that a significant portion of the businesses were relatively well-established yet still within a phase of growth and

development. These businesses were likely at a stage where they had gained stability and were beginning to consider long-term strategies, including sustainability initiatives. Their position allowed them to invest in and gradually implement green procurement practices, although they might have faced challenges in shifting established processes towards more sustainable alternatives.

Businesses that had been operating for 11 to 15 years made up 30% of the respondents. These companies were typically more mature and experienced in the market, likely having developed strong relationships with suppliers and a clear understanding of their operational needs. However, their established nature could have also meant that they were more rooted in traditional procurement practices, potentially making the transition to green procurement more challenging. The commitment of these businesses to sustainability was crucial, as their established presence in the market meant they could significantly influence industry norms and practices.

On the other hand, 16% of the businesses had been operating for less than 5 years, representing the newest entrants to the market. These newer businesses were possibly more flexible and open to innovative practices, including green procurement, as they were still in the process of defining their operational strategies and supplier relationships. Their willingness to adopt sustainable practices from the outset could set a positive model for the industry.

Finally, 10% of the respondents had been in operation for more than 15 years. These long-standing businesses had likely developed deep-rooted practices and supplier networks, which could either facilitate or hinder the adoption of green procurement, depending on their existing practices and openness to change. Their extensive experience, however, also positioned them as potential leaders in driving sustainability within the industry, provided they chose to embrace green procurement practices.

3.1.7 Annual Revenue of the Surveyed Businesses

Annual revenue of the surveyed businesses provided significant insights into their financial capacity to adopt and implement green procurement practices. In figure 3, the data revealed that 40% of the respondents had annual revenues ranging from TZS 50 to 100 million, making this the most represented income group. These businesses, being moderately profitable, were likely to have the resources necessary to invest in sustainable procurement practices. However, they might have also faced budget constraints when balancing the cost of green initiatives with other operational expenses, which could influence their ability to fully embrace sustainability.

Businesses with annual revenues of less than TZS 50 million comprised 30% of the respondents. These smaller enterprises,

with limited financial resources, likely faced significant challenges in adopting green procurement practices. The higher costs associated with sustainable products and processes might have been a substantial barrier for these businesses, potentially making it difficult for them to prioritize environmental sustainability without external support or incentives.

On the other hand, 20% of the respondents reported annual revenues between TZS 101 and 500 million. These businesses were in a stronger financial position to incorporate green procurement practices into their operations. Their relatively higher revenue suggested that they could afford to invest in more sustainable options, which might include sourcing eco-friendly products, reducing waste, or implementing energy efficient technologies.

Finally, 10% of the businesses had annual revenues exceeding TZS 500 million, indicating a small but significant segment of highly profitable enterprises. These businesses were likely to have both the financial capability and strategic motivation to lead in the adoption of green procurement practices. Their substantial revenue base would have allowed them to absorb the initial costs associated with transitioning to more sustainable procurement practices, positioning them as potential leaders in driving industry-wide change towards environmental sustainability in Temeke Municipal.

3.1.8 Respondents Level of Awareness Regarding Green Procurement

The level of awareness regarding green procurement among respondents highlighted key challenges and opportunities in implementing sustainable practices. The data in figure 3 indicated that 50% of the respondents were aware of green procurement but were not practicing it. This group recognized the concept of green procurement yet had not integrated it into their business operations. The lack of implementation could be attributed to various factors, including perceived high costs, lack of resources, or insufficient understanding of how to apply green procurement principles effectively.

In contrast, 20% of respondents were both aware of and actively practicing green procurement. These businesses demonstrated a commitment to sustainability, implementing environmentally friendly procurement processes and practices. Their proactive approach indicated that they had managed to overcome initial barriers to adopting green procurement.

Meanwhile, 30% of the respondents were not aware of green procurement. This lack of awareness represented a significant opportunity for educational initiatives and capacity-building efforts. Increasing awareness and understanding of green procurement among these businesses could be crucial in

promoting wider adoption of sustainable practices in the retail industry at Temeke Municipal.

3.1.9 Perception of Environmental Issues Among Respondents

the perception of environmental issues among respondents shows their approach to green procurement. The data in figure

3, revealed that 40% of respondents were moderately concerned about environmental issues. This moderate level of concern suggested that while they acknowledged the importance of environmental sustainability, their commitment to integrating it into procurement practices might have been tempered by practical considerations such as cost and feasibility.

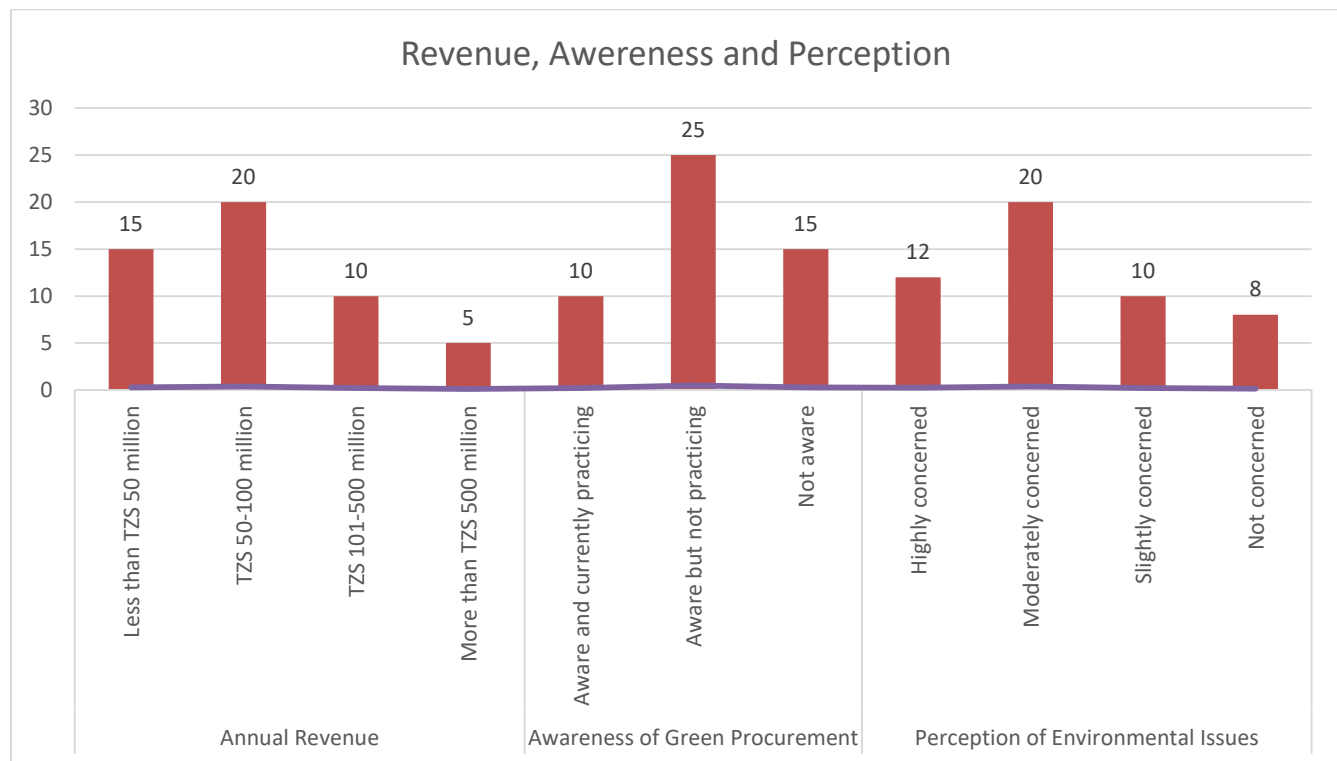


Figure 3: Annual revenue, Awareness of green procurement and Perception of environmental issues

A smaller group, 24%, was highly concerned about environmental issues. This high level of concern indicated a strong commitment to adopting green procurement practices, reflecting a proactive attitude towards sustainability.

Conversely, 20% of respondents were slightly concerned, and 16% were not concerned at all. These lower levels of concern highlighted potential barriers to implementing green procurement practices, as businesses with minimal environmental concern might prioritize other factors over sustainability.

3.2 Extent of Green Procurement Practices

The extent of green procurement practices exposed varying levels of commitment and implementation among the respondents. The data in figure 4 showed that 24% of businesses had adopted green products. This practice represented a notable commitment to sustainability, with

respondents such as one retail manager from a electronic store who stated:

"We have made a concerted effort to source products that meet environmental standards because we believe it's crucial for our brand and the planet."

This adoption of green products demonstrated a proactive approach to reducing environmental impact, reflecting an increasing awareness and responsibility towards sustainable business practices.

In addition, 20% of respondents utilized energy efficient products. The integration of these products into their operations was seen as a practical step towards reducing energy consumption and lowering operational costs. A procurement officer mentioned,

"Switching to energy-efficient products has not only helped us cut down on utility bills but also aligns

with our commitment to reducing our carbon footprint."

This approach illustrated how businesses were aligning their procurement strategies with broader environmental goals.

However, the use of recycled materials was reported by only 16% of the respondents. This lower percentage indicated that while there was some engagement with recycling, it was not as widespread as other green practices. One retail business owner commented:

"We've started using recycled materials where feasible, but it's been a challenge to find reliable suppliers and ensure the quality of these materials."



Figure 4: Extent of green procurement practices

Lastly, 14% of respondents reported using eco-friendly packaging. This practice was aimed at minimizing waste and reducing the environmental impact associated with packaging materials. A representative from an NGO noted,

"Eco-friendly packaging is a step in the right direction, but there's still a long way to go in making it a standard practice across the industry."

The relatively lower adoption rate of eco-friendly packaging highlighted both the progress made and the ongoing challenges faced in achieving widespread implementation of sustainable packaging solutions.

The data highlighted a commitment to green procurement among some businesses while also revealing significant opportunities for growth and improvement in adopting comprehensive sustainable practices across the retail sector in Temeke Municipal.

3.3 Challenges Faced in Adopting Green Procurement.

The challenges faced by businesses in adopting green procurement practices were highlighted by the data in figure 5. The most significant challenge, reported by 60% of respondents, was the higher cost of green products. This barrier was consistently mentioned by various participants. One retail manager from a supermarket explained:

"The cost of green products is often significantly higher than traditional alternatives. This poses a considerable challenge for us, especially when trying to balance sustainability with budget constraints."

The higher costs associated with green products were a major impediment for many businesses, affecting their ability to integrate sustainable options into their procurement strategies.

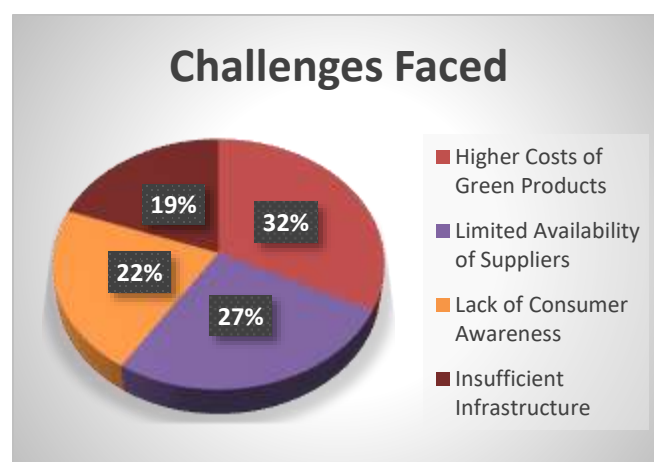


Figure 5: Challenges in Adopting Green Procurement.

Another notable challenge was the limited availability of suppliers, reported by 50% of the respondents. This issue was particularly problematic for businesses seeking to source sustainable materials and products. A procurement officer from clothing store shared:

"Finding suppliers who offer green products in sufficient quantities has been a real struggle. The limited availability makes it difficult to consistently incorporate sustainable options into our inventory."

This scarcity of reliable suppliers for green products significantly hindered the adoption of green procurement practices.

Lack of consumer awareness was also identified as a challenge by 40% of respondents. Many businesses found it difficult to justify the higher costs of green products when consumers were not sufficiently informed about the environmental benefits. One retail business owner of a pharmacy remarked:

"We've noticed that consumers are not always aware of the environmental impact of their choices. This lack of awareness affects their willingness to pay a premium for green products."

The challenge of educating consumers about the importance of sustainability and the value of green products was a recurring theme.

Insufficient infrastructure for supporting green procurement was cited by 36% of respondents. These included challenges related to waste management, recycling facilities, and energy-efficient technologies. A representative from an NGO noted,

"The lack of proper infrastructure to support green initiatives makes it difficult for businesses to fully commit to sustainable practices. Improved infrastructure is crucial for facilitating the adoption of green procurement."

The absence of adequate infrastructure further compounded the difficulties faced by businesses in implementing effective green procurement practices.

Generally, the challenges identified reflected the complex landscape of green procurement in Temeke Municipal, revealing significant barriers that needed to be addressed to enhance the adoption of sustainable practices within the retail industry.

3.4 Opportunity Identified in Adopting Green Procurement.

The opportunities identified by businesses in adopting green procurement practices highlighted several potential benefits that could drive further engagement with sustainability. Results in figure 6 shows that, the most frequently cited opportunity reported by 56% of respondents, was improved brand reputation. Many businesses recognized that integrating green procurement practices enhanced their public image. One supermarket manager expressed this perspective, stating:

"Adopting green procurement has significantly boosted our brand's reputation. Our customers now see us as a responsible company committed to sustainability, which has been invaluable for our marketing efforts."

OPPORTUNITIES IDENTIFIED

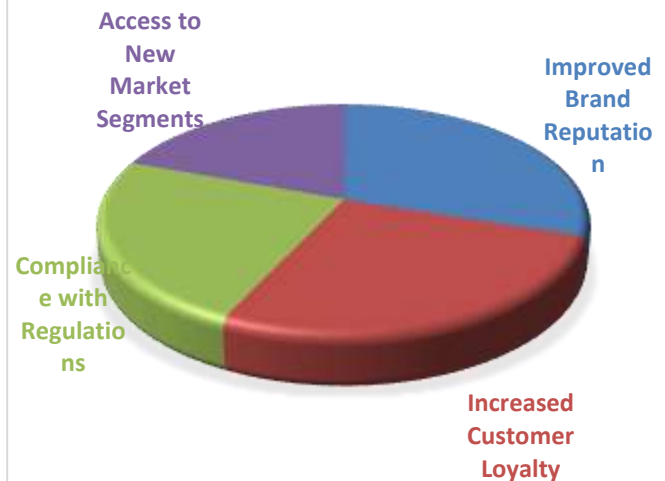


Figure 6: Opportunities in adopting green procurement.

In addition, 50% of respondents identified increased customer loyalty as a key opportunity. The alignment of business practices with environmental values was perceived to strengthen customer relationships. A procurement officer noted:

"We've found that customers are more loyal to brands that demonstrate a commitment to environmental sustainability. This has been a strong motivator for us to invest in green products and practices."

This connection between sustainability and customer loyalty highlighted the potential for businesses to build stronger, more enduring relationships with their customer through green procurement.

Compliance with regulations was recognized as another significant opportunity, reported by 44% of the respondents. As environmental regulations became increasingly stringent, businesses saw adopting green procurement as a way to ensure compliance and avoid potential legal issues. One furniture store owner explained:

"Meeting regulatory requirements through green procurement has helped us stay ahead of compliance issues and avoid penalties. It's a practical approach to aligning with current and future regulations."

36% of respondents saw access to new market segments as a valuable opportunity. The integration of green procurement practices opened doors to emerging markets that valued sustainability. A representative from an NGO during FGD remarked:

“Green procurement not only aligns with environmental goals but also provides access to new customer segments who prioritize sustainability in their purchasing decisions.”

This opportunity for market expansion through sustainable practices emphasized the potential for businesses to tap into niche markets that were increasingly seeking eco-friendly products and services.

Overall, the opportunities identified in the study illustrated the complex benefits of green procurement, highlighting how sustainability could enhance brand reputation, customer loyalty, regulatory compliance, and market access for businesses in Temeke Municipal.

3.5 The perceived benefits of green procurement practices.

Perceived benefits of green procurement practices revealed significant advantages that businesses experienced or anticipated as stipulated in figure 7. The most commonly cited benefit, reported by 64% of respondents, was the reduction of environmental impact. Businesses recognized that adopting green procurement practices contributed significantly to their efforts in mitigating environmental damage. A retail manager expressed this sentiment, stating:

“By integrating green procurement into our operations, we were able to significantly reduce our environmental mark. This commitment to sustainability has been a central part of our corporate strategy.”

Additionally, 60% of respondents noted an enhanced corporate image as a key benefit. This improvement in public perception was attributed to their efforts in adopting sustainable practices. A procurement officer commented:

“Our corporate image has notably improved since we started focusing on green procurement. Customers and partners now view us as a leader in sustainability, which has positively influenced our brand’s reputation.”

This enhanced image was not only beneficial for public relations but also played a crucial role in differentiating the businesses from their competitors.

Another perceived benefit, highlighted by 50% of respondents, was a better market position. The adoption of green procurement practices allowed businesses to gain a competitive edge in a market increasingly focused on sustainability. A retail business owner noted:

“Embracing green procurement has strengthened our market position. We’ve found that our commitment to sustainability sets us apart from competitors and appeals to a growing segment of environmentally conscious consumers.”

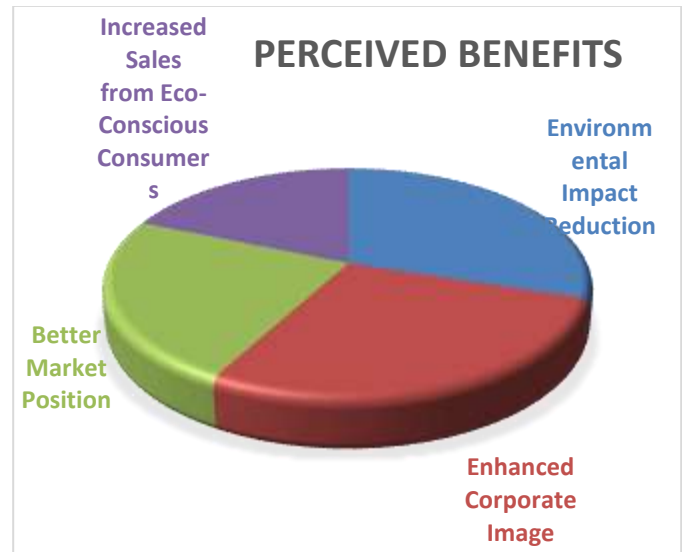


Figure 7: Perceived benefits of green procurement.

Finally, 40% of respondents reported increased sales from eco-conscious consumers as a significant benefit. The growing awareness and preference for eco-friendly products among consumers had a direct impact on sales. A representative from an NGO observed:

“The rise in eco-conscious consumers has been evident, and businesses that prioritize green procurement are seeing increased sales as a result. This shift in consumer behavior presents a clear opportunity for growth.”

This increase in sales highlighted the financial incentives associated with meeting the demands of an environmentally aware customer base.

Generally, the perceived benefits of green procurement highlighted the positive impact of sustainable practices on environmental performance, corporate image, market positioning, and sales, illustrating the tangible advantages that businesses in Temeke Municipal experienced or anticipated through their commitment to sustainability.

3.6 Barriers to Implementation of Green Procurement.

Several barriers to the implementation of green procurement practices were identified, revealing significant obstacles that businesses faced. In figure 8, the most prominent barrier, reported by 60% of respondents, was the cost of

implementation. The high expenses associated with adopting green procurement practices were a major deterrent. A retail manager expressed this challenge by stating:

“The costs involved in transitioning to green procurement are substantial. This includes not only the higher prices of sustainable products but also the investments required for new systems and processes.”

The financial burden of these costs often made it difficult for businesses to fully commit to green procurement.

Another significant barrier was supplier constraints, reported by 50% of respondents. Limited availability and the lack of reliable suppliers for green products were cited as major obstacles. A procurement officer shared:

“We faced considerable challenges in finding suppliers who could consistently provide high-quality green products. This limitation often forced us to compromise on our sustainability goals.”

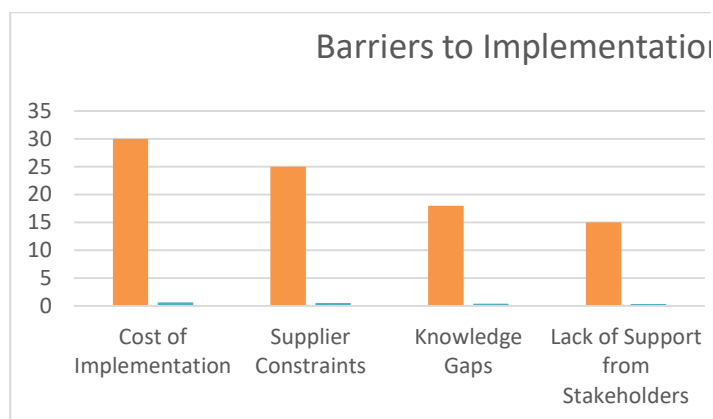


Figure 8: Barrier to implementation of green procurement.

The difficulty in securing a steady supply of sustainable materials hindered the effective implementation of green procurement practices.

Knowledge gaps were also identified as a barrier by 36% of respondents. Many businesses struggled with understanding how to integrate green procurement practices effectively due to a lack of information and expertise. A retail business owner during FGD noted:

“There’s a significant gap in our understanding of green procurement. Without clear guidance and knowledge, it’s challenging to implement sustainable practices correctly.”

This lack of knowledge and training was a critical factor that impeded the adoption of green procurement.

Finally, 30% of respondents cited a lack of support from stakeholders as a barrier. The absence of encouragement and assistance from key stakeholders, including suppliers, customers, and regulatory bodies, created additional challenges. A representative from an NGO remarked:

“Support from stakeholders is crucial for the successful implementation of green procurement. Without their backing, businesses struggle to overcome the various obstacles and fully embrace sustainable practices.”

The lack of stakeholder support highlighted the need for greater collaboration and engagement to facilitate the adoption of green procurement practices.

Overall, the barriers to implementing green procurement practices in Temeke Municipal illustrated the complexities and challenges that businesses encountered, including high costs, supplier constraints, knowledge gaps, and insufficient stakeholder support, which collectively impacted their ability to adopt sustainable procurement practices effectively.

3.7 Regulatory Challenges in Implementing Green Procurement.

Regulatory challenges emerged as significant obstacles to the effective implementation of green procurement practices. These challenges affected how businesses navigated the regulatory landscape and sought to align their operations with sustainability goals. Figure 9 results shows that, the most pressing regulatory challenge reported by 56% of respondents, was the uncertainty surrounding regulations. Businesses frequently encountered difficulties due to ambiguous or changing regulatory requirements. A retail manager expressed this concern, stating:

“The constantly shifting regulations around green procurement create uncertainty and confusion. It’s difficult for us to make long-term plans when the regulatory landscape is so unpredictable.”

This uncertainty often led to hesitation in adopting green practices, as businesses struggled to anticipate future compliance requirements.

The complexity of compliance was also a significant challenge, noted by 44% of respondents. The intricate nature of regulatory requirements often posed difficulties for businesses trying to meet various standards and guidelines. A procurement officer from a pharmacy explained:

“The process of ensuring compliance with environmental regulations is often complex and troublesome. Navigating through the various

requirements and documentation can be irresistible."

This complexity frequently resulted in additional administrative burdens and the need for specialized knowledge and resources.

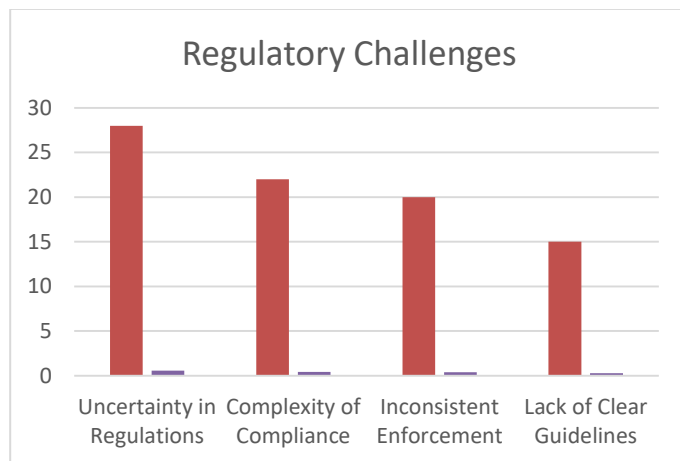


Figure 9: Regulatory challenges in green procurement.

Inconsistent enforcement was reported as a challenge by 40% of respondents. Variability in how regulations were enforced created disparities in compliance and posed additional difficulties for businesses. A retail business owner remarked:

"We've observed inconsistent enforcement of green procurement regulations, which leads to unfair competition and confusion about what is actually required."

This inconsistency undermined efforts to standardize green procurement practices and led to challenges in maintaining compliance.

Lastly, 30% of respondents identified the lack of clear guidelines as a barrier. The absence of well-defined guidelines made it challenging for businesses to understand and implement the necessary steps for green procurement. A representative from an NGO noted:

"Clear and comprehensive guidelines are essential for businesses to effectively adopt green procurement practices. Without them, companies struggle to interpret and apply the regulations correctly."

The need for clearer regulatory guidelines was crucial for providing businesses with the direction needed to navigate the complexities of green procurement.

Generally, the regulatory challenges faced by businesses in Temeke Municipal included uncertainty in regulations, the complexity of compliance, inconsistent enforcement, and a lack of clear guidelines. These challenges significantly impacted the ability of businesses to implement green procurement practices effectively and highlighted the need for more stable, clear, and consistent regulatory frameworks to support sustainability efforts.

4.0 CONCLUSION AND RECOMMENDATIONS

The study on "Green Procurement in the Retail Industry: Challenges and Opportunities in Achieving Environmental Sustainability at Temeke Municipal, Tanzania" revealed a complex landscape for businesses seeking to adopt sustainable procurement practices. The findings indicated that while there is a growing recognition of the benefits associated with green procurement, such as improved brand reputation and increased customer loyalty, several significant barriers impede broader implementation. These barriers include high costs, supplier constraints, knowledge gaps, and a lack of stakeholder support. Regulatory challenges further complicate the situation, with businesses grappling with uncertainty, complexity, inconsistent enforcement, and insufficient guidelines.

Despite these obstacles, there are clear opportunities for enhancing green procurement practices. Businesses that have adopted green products and energy-efficient solutions have reported reductions in environmental impact and gains in market position. The study also highlighted the potential for increased sales from eco-conscious consumers and access to new market segments. Addressing the regulatory and operational barriers identified in this study is essential for unlocking these opportunities and achieving broader adoption of green procurement practices.

The study recommends the following:

- It is crucial for regulatory bodies to provide clear, consistent, and comprehensive guidelines on green procurement. This would help businesses understand their obligations and navigate the regulatory landscape more effectively.
- To mitigate the financial burden associated with green procurement, the introduction of incentives such as subsidies or tax breaks for businesses adopting sustainable practices could be beneficial.
- Developing a healthier network of suppliers for green products is essential. Efforts should be made to support the growth of suppliers offering sustainable materials and products, ensuring they meet the quality and quantity needs of businesses.
- Providing targeted training and resources on green procurement practices can address knowledge gaps within the industry. Workshops, seminars, and

informational resources should be made available to help businesses understand how to implement sustainable practices effectively.

- Building strong relationships with stakeholders, including suppliers, customers, and NGOs, can facilitate the adoption of green procurement.
- Educating consumers about the benefits of green products and the importance of sustainability can drive demand and support for green procurement practices.

In the future further research must be done on:

- How changes in environmental regulations and policies impact green procurement practices.
- Financial implications of adopting green procurement.
- Investigating how supplier networks influence the adoption and implementation of green procurement practices could offer valuable insights.
- Evaluating the impact of various incentive programs designed to support green procurement could provide insights into what types of incentives are most effective.
- Conducting case studies of businesses that have successfully implemented green procurement practices could provide practical examples and best practices.
- Explore how businesses integrate green procurement into their overall corporate strategy.
- Investigating the role of technology in facilitating green procurement could offer insights into how innovations such as digital platforms, blockchain, and data analytics contribute to more sustainable procurement practices.

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