

ABSTRACT

The automotive sector is a fast growing sector and competition is stiff. The sector players are seeking way of improving performance through green procurement. Both public and private sector organizations are implementing Green procurement practices that include environmental (and social) considerations so as to improve performance. This has been captured by scholars in empirical literature and they point at a possible relationship between green procurement and organizational performance. These empirical studies show both positive and negative relationship. The general objective of the study was to study the influence of green procurement practices on performance of registered automotive firms in Kenya. The specific objectives were to establish the influence of waste disposal management, Energy efficiency management, supplier screening for environmental management and green logistics on performance of the firms. The study design used was mixed methods. The target population for the study was 305 heads of departments of the registered automotive firms in Kenya and a sample of 170 was arrived at using the Fischers' model. Stratified random propotional sampling was used to select the respondents. Questionnaires and interview guide were used for collecting primary data. Quantitative data was analyzed through descriptive and inferential statistics. Pearson correlation was used to determine strength and association of the variables. Multiple regression analysis was used to establish the coefficients of regression model in determining the influence of green procurement practices on performance of Automobile firms. The findings of the study showed that waste disposal management had a weak degree of negative correlation $-.098$ ($p > .05$) giving an insignificant relationship with performance. Energy efficiency management had a moderate negative correlation $-.550$ ($p < .05$) giving a significant relationship with performance. Supplier screening for environmental management had a weak positive correlation $.247$ ($p < .05$) giving a significant relationship with performance. Green logistics had a weak positive correlation $.307$ ($p < .05$) giving a significant relationship with performance. Green procurement practices were found to a significant relationship with performance. The findings showed that the moderating variable had a significant relationship with the Green procurement practices and performance ($.000$). The study concluded that that some green procurement practices energy efficiency management, supplier screening for environmental management and green logistics had a significant influence on performance. The study recommended that there is need to improve waste disposal management as it showed insignificant influence on performance. The study also recommends enhancement of energy efficiency management, supplier screening for environmental management and green logistics management for performance improvement. For further research, more studies could be carried out on the influence of waste disposal management as it showed insignificant relationship with performance.