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**GREEN PROCUREMENT AND THE SOCIO-ECONOMIC  
DEVELOPMENT OF SMALL AND MEDIUM ENTERPRISES IN  
NIGERIA**

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### **Abstract**

*The use of Green procurement to trigger a national socio-economic development is widespread in European first world countries but its effect in Nigeria is quite unfelt yet and detailed information about how it operates to bring about an economic development is scanty. This paper hence explored green procurement and socio-economic development of Nigeria. This paper also portrays the influence of small and medium enterprise as a major channel to causing this national socio-economic development. The variables of the study are; management skills, entrepreneurial skills, environmental factors, capacity enhancement which are the independent variables which will serve as triggers for a socio-economic development of SMEs in Nigeria and green procurement which is the dependent variable. This paper adopted an exploratory approach using a descriptive survey which was conducted in Kaduna state of Nigeria. All analysis was conducted to obtain final result of the study sample of 120 registered SMEs drawn from the target population in Kaduna state. Also, the target population was grouped into the manufacturing industry, trade and services. Statistical analyses were conducted with the help and data from Kaduna Chamber of Commerce and Industry (KADCCIMA) to calculate descriptive statistics, reliability analysis, factor analysis, regression, correlation ANOVA. Data collected was analyzed using the SPSS software.*

**Keywords:** Green Procurement, Socio-Economic Development, Small and Medium Enterprises, Entrepreneurship.

### **Introduction**

Socio-economic development is the process of social and economic development in a society. Socio-economic development is measured with indicators, such as GDP, life expectancy, literacy and levels of employment. Changes in less-tangible factors are also considered, such as personal dignity, freedom of association, personal safety and freedom from fear of physical harm, and the extent of participation in civil society. Causes of socio-economic impacts are, for example, new technologies, changes in laws, changes in the physical environment and ecological changes.

There is no generally accepted definition of a small business because the classification of businesses into large-scale or small-scale is a subjective and qualitative judgment. In countries such as the USA, Britain, and Canada, small-scale business is defined in terms of annual turnover and the number of paid employees. In Britain, small-scale business is defined as that

industry with an annual turnover of 2 million pounds or less with fewer than 200 paid employees (Ekpeyong and Nyong, 1992).

Small and medium enterprises (SMEs) are considered the engines of growth in developing countries and the fundamental drivers for a national socio-economic development. In Africa, SMEs comprise over 90percent of African business operations and contribute to over 50percent of African employment and Gross Domestic Product (GDP). In Uganda, a small-scale enterprise is an enterprise or a firm employing a maximum of 50 employees, with the value of assets, excluding land, building and working capital of less than Ug.shs 50 million (US\$ 30,000), and the annual income turnover of between Ugshs.10-50 million (US\$6,000-30,000). A medium-sized enterprise is considered a firm which employs between 50-100 workers (Oteh 2011).

Socio-economic development in Nigeria is broadly defined by SMEs and SMEs in Nigeria are basically described as businesses with turnover of less than 100 Million naira per annum and/or less than 300 employees (Oyeyinka 2005). Studies by the IFC show that approx. 96% of Nigerian businesses are SMEs compared to 53 percent in the US and 65 percent in Europe SMEs represent about 90% of the manufacturing/ Industrial sector in terms of number of enterprises, They contribute approx. 1 percent of GDP compared to 40 percent in Asian countries and 50 percent in the US or Europe (Oyeyinka 2005). The Central Bank of Nigeria, in its Monetary Policy Circular No. 22 of 1988, defined small-scale enterprises as having an annual turnover not exceeding 500,000 naira (Ekpeyong and Nyong 1992).

Green procurement can be seen and exploited as an important factor for ensuring the national socio-economic development of Nigeria and any nation also. Green procurement can be seen as an entrepreneurial opportunity for small and medium enterprises in Nigeria. Empirical studies show that small and medium enterprises in Nigeria and most developing nations have not discovered the economic benefit in green procurement as compared to SMEs of developed nations. The subject of this paper is to determine the extent to which green procurement can serve as a factor for national socio economic development if accepted and adopted by small and medium enterprise in Nigeria. Longenecker (2003) define entrepreneurship as the dynamic process of creating incremental wealth. This wealth is created by individuals who assume the

major risks in terms of equity, time and career commitment of providing value for some product or service. The entrepreneur's knowledge and experience provides them the desire to understand and make use of green opportunities. Johnson (2008) explained; the other important factors in the process of socio-economic development are entrepreneurial alertness and entrepreneurial networks, motivation, making independent and self directed decisions.

## **Green Procurement**

There is no single definition of green procurement – not least because sustainability is a contested concept – and applications vary across organizational hierarchy and sector. However, there is a general acceptance that it involves a higher degree of collaboration and engagement between all parties in a supply chain. Many businesses have adopted a broad interpretation of green procurement and have developed tools and techniques to support this engagement and collaboration (Dominick 2008). Green Procurement” (formerly known as Affirmative Procurement) is the purchase of environmentally preferable products and services in accordance with one or more of the established “green” procurement preference programs. It involves the integration of environmental issues into purchasing decisions based on price, performance and quality. (Nicolas 2008). Green procurement is the manufacture, sale and final consumption of environmentally friendly goods and services. It can also be described as the recycling of products which has exerted its first use and now has to be reproduced into another product for a different consumption; because green procurement is a new concept for the entrepreneur and every thriving economy that advocates for zero waste and improved sustainability. The North American Green Purchasing Initiative (NAGPI) recently researched Green Procurement in North America and found that both public and private institutions are identifying and measuring the benefits of their Green Procurement programs. Organizations find that Green Procurement policies reduce overall costs, offer significant opportunity to use materials, resources and energy more effectively, improve employee health and stimulate markets for innovative new products and services (Busch 2005).

## **Statement of Problem**

The growing commitment to sustainable principles has increased the demand for new green products and services. Businesses and consumers are looking for entrepreneurial skills in the economy which presents better ways to reduce waste, minimize our impact on the environment, and leave a cleaner, greener world for our children and grandchildren. The growing emphasis on protecting the environment translates into opportunities for entrepreneurs (Nelson 2000), but only entrepreneurs in developed nations have been able to operate entrepreneurial skills and capabilities to take advantage of the green procurement entrepreneurial opportunity. SMEs of most developing nations dwell on the mythical believe that green jobs are a fad.

Growth and development in SMEs in Nigeria is characterized by surveys from various researchers and Small business owners on the various challenges hindering the growth of green procurement opportunity by SMEs ranging from poor management practices, poor access to funds, low equity participation from stakeholders, poor infrastructural facilities, shortage of skilled manpower, multiplicity of regulating agencies and overbearing operating environment, societal and attitudinal problems, lack of access to markets and information (Ajayi and Adesina 2011).

## **Purpose of the Study**

Since SME'S dominate the private section in most developing countries, a deeper understanding of how green procurement contributes to their growth is important. The growth of SME'S is below expectation. This study provides insight and a model that should enhance national development and make a nation to be more profitable and achieve sustainable goals from its SME level and graduating to a large enterprise by identifying and employing critical drivers of growth such a green procurement (Gathenya, 2012). In globalized economics, there has been increased in challenges such as intense competition and ever changing environmental conditions. Since SME'S are a major contributor to the GDP, they still lack a practical understanding of utilization of green procurement for their competitive advantage.

## **Significance**

The significant aspect of this paper is to thoroughly investigate and properly ascertain the role of green procurement in the socio-economic development of small and medium enterprises in Nigeria. The paper therefore tested the impact of green procurement on the socio-economic development of SMEs in Nigeria using this four variables; entrepreneurial skills, management skills, environmental factor and capacity enhancement. The findings of this paper are to benefit the following; the government, entrepreneurs, stakeholders, end users and practitioners, scholars and academics and future researchers.

## **Research Question**

1. What is the effect of entrepreneurial skills in green procurement socio-economic development of SMEs in Nigeria?
2. What is the impact of management skills in green procurement socio-economic development of SMEs in Nigeria?
3. How do environmental factors influence green procurement socio-economic development of SMEs in Nigeria?
4. Does capacity enhancement have effect on green procurement socio-economic development of SMEs in Nigeria?

## **Literature Review and Conceptual Framework**

Green procurement also known as sustainability contributes significantly to the socio-economic development of Nigeria and any nation (Ahire, Waller and Golhar 1995). Schumpeter (1928) simply defines the entrepreneur as the one who brings about innovations which is what creates real development in the economy. One of the important inputs in any economic development of a country is entrepreneurship. The future of green procurement is bright in Nigeria, since green

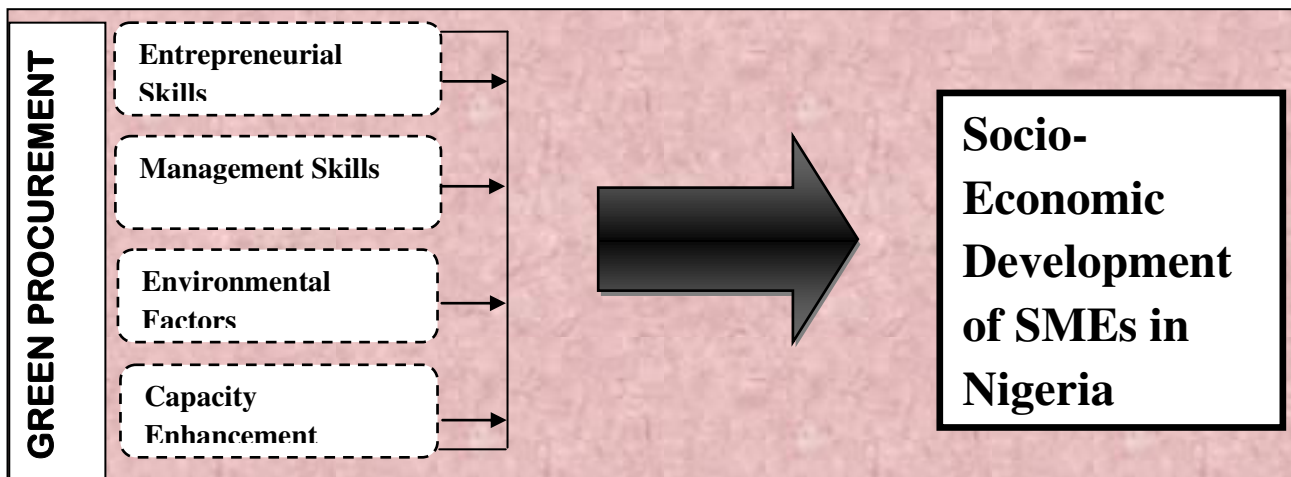
procurement will thrive in an environment of innovation, creativity, inventions and risk taking which all sum up to be entrepreneurship.

Stevenson and Wyman (1991) conceptualize entrepreneurship skills as opportunity-based management behaviour. He describes entrepreneurial skills and administrative skills as the two extreme opposites of an entrepreneurship continuum. This continuum describes the entire spectrum of possible firm behaviours with the promoter firms placed at the entrepreneurial end and the trustees at the administrative end. Whereas the promoter intent to pursue and exploit new opportunities regardless of resources controlled, the trustee strives to use his or her resource pool in the most efficient way on given purposes.

Hisrich (2009) corroborated that there is an interaction effect between entrepreneurial alertness and the entrepreneur's prior knowledge of market and customer problems. Those entrepreneurs who are have the ability to recognize meaningful business opportunities are in a strategic position to successfully complete the product planning and development process and successfully launch new venture that will bring about a socio-economic development in the nation. For SMEs to successfully harness a green procurement opportunity available in the economy they need to possess and operate to a certain level of significance skills that are functional for green procurement opportunity in a thriving competitive market as the Nigerian market.

Independent entrepreneurial actions provide the impetus needed to explore business opportunities, bring forth business concepts, and carry them through to completion (Bird, 2008; McMullen & Shepherd, 2006). The environment provides to the entrepreneur and the nation at large a number of resources and all that is required is for the economy of a nation to note an opportunity, combine these resources optimally, process them and the outcome will be a profitable venture creating employment and value addition to the entrepreneur and the nations socio-economic development (Kuratko and Hodgetts, 2008). Green procurement opportunity invariably involves the development of some new idea that construes recycling of waste products and production of environmentally friendly products that most others overlook. In the context of environmental change, those with entrepreneurial intentions (Hisrich, Peters and Shepherd,

2005) and (cognitive) orientation (Holt, 2000) often see new opportunities where most others are concerned with protecting themselves from emerging threats and changes resulting from uncertainty. Green procurement is the glaring opportunity for sustainable socio-economic development in Nigeria. It has been observed that investors intending to finance ventures in green procurement try to measure the commitment of entrepreneurs and their SMEs by for example willingness to mortgage their houses, take a cut in pay, sacrifice family time and reduce their standards of living (Dawood, 2009). The Opportunity Recognition Process) explains the process of opportunity recognition for socio-economic development green manufacture and buying is in the bleakest of situations where most others cannot see because they are concerned with protecting themselves and their finances from threats and changes which they presume will be unfavorable to them.



**Figure 1: Conceptual Framework Design**

### **Entrepreneurial Skills**

Creative behaviours possess an element of newness, novelty, and difference (Herrmann, 1996). The process of creative thinking is now recognized as an important element in management. It has spawned a literature of green procurement in its own right (Goodman 1995), so we can only recognize and comment on its own importance. The respondents were asked if the foundation of the business is their own creative initiative; and how many initiatives the business has taken in past years. The results reflected in Table 1 revealed; 70.8% of the respondents were in agreement that the foundation of their business were own creative initiative, while 29.2% of the respondents



disagreed. The respondents took creative initiative as an entrepreneurial skill from 2009 to 2013, 92.5% agreed while 7.5% of the respondents did not take any creative initiative at all.

### **Management Skills**

The paper sought to determine the impact of managerial skills on green procurement socio-economic development of SMEs in Nigeria. The paper analyzed the effect of managerial skill on green procurement. The frequency and percentage distribution of the findings on the management skills variable is represented in Tables. This question is aimed at finding out whether management skills may be needed to convert waste products to beneficiaries' product in the green procurement practice for national socio economic development. The results in Table 3 revealed the findings indicating 92.5% of the respondents were in agreement and 7.5% argued that management skill may be needed. This is followed by the question whether or not green procurement as type of management skills has impact on national socio-economic results indicates that 97.5% of the respondents agreed, while 2.5% of the respondent disagreed.

### **Environmental Factor**

In green procurement, SMEs can find a way to exploit environmental factors for a very successful business based on untapped resources with an already existing product or service which are the products that can be recycled for optimum productivity and security of the environment (Mariotti 2009). The question on environmental factor sought to obtain feedback on how overall environmental risk and its impartation on the respondents organization and how each organization have been managing environmental issues. Findings in Table 5 revealed that 85.8% of the respondents agreed that their business is in a competitive environment and that green procurement can constitute a competitive market, while 14.2% of the respondents disagreed with that position.

### **Capacity Enhancement**

Green procurement is a constructive and productive innovation for SMEs especially in Nigeria because of the unique form of knowledge for sustaining the environment and creating maximum

profit out of it also (Badi and Badi 2005). SMEs possess a better knowledge of their neighborhood better than bigger organizations in the same neighborhood would. They are well experienced on the environmental activities therein. They can use that knowledge along with their creativity and intelligence, to become very successful SMEs (Oyeyinka 2005). The paper sought to find out whether staff training on procurement practices has influence on the green procurement practices. This study in Table 7 revealed that 50.8% respondents agreed that training procurement practices will enhance the capacity building in green procurement, while 49.2% respondents disagreed. The 58.3% of the respondents agreed that the cost of training is high, while 41.7% disagreed that the cost of training is high.

## **Methodology**

A well structure questionnaire was used to collect data from SMEs. The study used random sampling technique and collected data from 120 SMEs. Regression analysis, correlation and coefficient calculations were done using statistical packages for social sciences (SPSS) obtaining the correlation between green procurement and socio-economic development of SMEs in Nigeria. Results were discussed to aid the socio-economic development of SME in a nation like Nigeria through inculcating ability to adopt the techniques and bring profitability.

## **Analysis**

Descriptive statistics for all the variables were calculated and inferential analysis was also done. Pearson's correlation coefficient was calculated for all the variables to corroborate the relation between green procurement and socio-economic development of SMEs in Nigeria.

## **Findings**

The findings in all contributing variable reveals that green procurement is a necessity for the socio-economic development of SMEs in the Nigerian economy. Findings also presents that SMEs have access to green procurement opportunity already and can be developed by adopting new initiatives for business.

**Table 1: Statistical Results on Entrepreneurial Skills in Socio-economic Development**

Statement	Yes		No		Total
	f	%	f	%	
Creative initiative	85	70.8	35	29.2	100
Initiative	111	92.5	9	7.5	100
Initiative towards green procurement	57	47.5	63	52.5	100
<b>Average</b>	<b>84.3</b>	<b>70.26</b>	<b>35.6</b>	<b>29.73</b>	<b>100</b>

Table 2 shows a coefficient of 0.73 for entrepreneurial skills which confirm that it is an agent for national socio-economic development.

**Table 2: Coefficients of Entrepreneurial Skills**

**Coefficients**

	Unstandardized Coefficients		Standardized Coefficient		Sig.
	B	Std Error	Beta	t	
Initiative towards green procurement	-.046	.084	-.050	-.594	.584
(constant)	.730	.058		12.660	.000

**Table 3: Statistical Results on Management Skills on Socio-economic Development**

Statement	Yes		No		Total
	f	%	f	%	
Management skills needed?	111	92.5	9	7.5	100
Its impact on green procurement	117	97.5	3	2.5	100
<b>Average</b>					

Table 4 shows a coefficient of 0.808 which further confirms that management skill in green procurement has a positive influence in the operation of national socio-economic development.

**Table 4: Coefficient for Management Skills**

**Coefficients**

	Unstandardized coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
Need of Management skills	.044	.028	.143	1.567	.120
(constant)	.808	.078		10.317	.000

**Table 5: Statistical Results on Environmental Factor in Socio-economic Development**

Statement	Yes		No		Total
	f	%	f	%	
Competitive environment	103	85.8	17	14.2	100

**Average**

Table 6 shows a coefficient of 0.509 which confirms that competition as an important environmental factor in green procurement that has a positive influence on national socio-economic development. For a unit change in the competition levels, there is a corresponding 0.509 unit change in the adoption of green procurement.

**Table 6: Coefficients of Environmental Factor**

**Coefficients<sup>a</sup>**

	Unstandardized coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
Number of competitions faced in recent years	.146	.034	.371	4.340	.000
(constant)	.509	.086		5.930	.000

**Table 7: Statistical Results on Capacity Enhancement in Socio-economic Development**

Statement	Yes		No		Total
	f	%	f	%	
Enhancing capacity of staff through training	61	50.8	59	49.7	100
High cost of green procurement	70	58.3	50	41.7	100
<b>Average</b>	<b>65.5</b>	<b>54.5</b>	<b>54.5</b>	<b>45.7</b>	<b>100</b>

Table 8 shows a coefficient of 0.393 which further confirms that capacity enhancement has a positive influence in green procurement as a factor for triggering national socio-economic development. In fact for a unit change in unique knowledge levels, there is a corresponding 0.393 unit change in the adoption of green procurement.

**Table 8: Coefficients of Capacity Enhancement**

**Coefficients<sup>a</sup>**

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std Error	Beta	t	Sig.
policies for enhancing capacity of employes	.226	.090	.226	2.508	.014
(constant)	.393	.066		5.987	.000

**Conclusion**

Green procurement as an entrepreneurial skill, management skill, environmental factor and capacity enhancer encourages a competitive environment and brings about a national socio-economic development. Being a healthy practice for the growth of SMEs in Nigeria, and also identified that SMEs are the main and only sector that could adopt green procurement at its foundation and cause it to bring on a national socio-economic development in Nigeria. It brings about this practice by identifying key antecedents that could drive such practices. Therefore, SMEs in Nigeria need to take initiative towards green procurement as a better way to grow and sustain constructive businesses that are enhancers for socio-economic growth of a nation. Also

from the fact that Nigerian SMEs are creative and very innovative, a little encouragement from other factors in this study will nudge them to achieve this.

### **Recommendation**

Green procurement has a direct effect and very positive impact on a nation's economy. SMEs however small or big if there will be sustainable growth and development of SMEs as far as socio-economic development is concerned in Nigeria. The study showed the role that green procurement plays in SMEs with the variable guidelines in the findings which comprised of; entrepreneurial skills, management skills, environmental factor and capacity enhancement.

Every nation should ensure that creativity and inventions is a business habit as creative behaviours possess an element of newness, novelty and difference. Government of every nation should endeavour and ensure that creative thinking is inculcated into the daily activities of the business it runs both its public and private sector and that managers are taught in the creative thinking pattern. All staffs also regardless of their position should be encouraged to engage in creative thinking and come up with innovations and ways to carry out ideas and should be bold enough to bring it up before the management team or the leadership of such organizations. Nobody should be left out in the creative thinking process. Green procurement should be taking into considerations by every nation as an imperative for the change mantra that brings tremendous socio-economic development; and think creatively on how best to apply the green procurement practices that will be profitable to the social and economic development as well as improving the quality of their output to customers and consumers.

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