

Influence of Environmental Conservation Waste Reduction Practices on Business Performance of Small and Medium Enterprises in Eldoret Municipality

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Abstract:

The growth of Small and Medium Enterprises (SMEs) in Kenya has witnessed an upward trajectory growth thereby triggering significant effects on the environment. SMEs in Eldoret face multiple challenges, including inadequate access to financing, lack of proper training, and ineffective management practices and this complicates their priority action on environmental conservation. Therefore, this study sought to assess the influence of environmental conservation waste reduction practices on business performance of Small and Medium Enterprises in Eldoret Municipality. This study was anchored on the Institutional theory. This study employed a descriptive correlational research. The target population was 2053 owner/managers while sample size was 335 respondents from registered SMEs operating in the Uasin Gishu County. The study used cluster sampling technique to select the SMEs. Questionnaires were used in data collection. Data were analysed using descriptive statistics and inferential statistics. The analysed data were presented in form of tables. The study findings revealed that environmental conservation waste reduction practices had a positive linear effect on business performance of Small and Medium Enterprises ($\beta_1=0.209$, $p=0.001$). The study concluded that waste reduction practices have a significant positive influence on business performance of Small and Medium Enterprises. SMEs should implement comprehensive environmental training programs for their employees to enhance resource management, compliance with environmental regulations, and strengthen the company's brand image.

Keywords:

Environmental conservation, waste reduction practices, business performance, small and medium enterprises, Eldoret municipality.