



ORION
SCHOLAR JOURNALS



(RESEARCH ARTICLE)



Sustainable sourcing and quality service delivery in the Nigerian beverage industry

Divine Akpabot ¹, Temitope Samuel Moses ², BUSOLA GLORY AJILORE ³, Opeoluwa Janet Oyedele ², Ahmad Tijjani MA ², MICHAEL ADAMS ODUBIYI ⁴, Folasade Adeola Durodola ⁵, Phil Chibuikem Opute ⁵, Virtue Barigbor Bakel ⁶ and Blessing Yemisi Oluwarinde ⁶

¹ *University of Ilorin, Nigeria.*

² *International Relations People's Friendship University (RUDN) Russia.*

³ *Public Health, SECHENOV UNIVERSITY Russia.*

⁴ *International marketing, RUDN university, Russia.*

⁵ *National Research University "Higher School of Economics", Moscow, Russian Federation, Russia,*

⁶ *University of Abuja, Nigeria.*

International Journal of Scientific Research Updates, 2024, 08(02), 090–099

Publication history: Received on 22 August 2024; revised on 04 October 2024; accepted on 17 October 2024

Article DOI: <https://doi.org/10.53430/ijsru.2024.8.2.0058>

Abstract

The viability of the Nigerian beverage industries hinges significantly on the accessibility and quality of their raw materials. The quantity and quality of these raw materials directly impact the quality of products they can deliver to the market. The main objective of the study examined the complex relationships that exists between sustainable sourcing methods, high-quality service provision, and consumer views in the Nigerian beverage industry. This study examined the sustainable sourcing and quality service delivery in the Beverage Industry. Other specific objectives were to; (i) establish the effect of environmental sustainability on customer assurance, (ii) determine the impact of economic sustainability on customer interaction; and (iii) evaluate the influence of social sustainability on customer reliability in beverage industry. Questionnaires were used to elicit the needed data from sample size of 243 respondents in which random sampling techniques were used. The hypotheses were tested using multiple linear regression. The result of the findings showed that sustainable sourcing has significant impact on quality service delivery in the Nigerian Beverage Industry using 7up bottling company as a case study. Results concluded that sustainable sourcing factors such as environmental sustainability, economic sustainability and social sustainability positively affect quality service delivery of 7up bottling company. The study recommends that 7up Bottling Company should continue investing in eco-friendly practices, prioritize transparent communication with its customers about its sustainable sourcing initiatives, and 7up bottling company should ensure economic stability and responsible pricing.

Keywords: Sustainable Sourcing; Service Delivery; Nigerian Beverage Industry 7up bottling company; Customer Service

1 Introduction

Substantial changes have been witnessed in ways that different entities carry out their business operations especially in the past decade (Musewe & Gekara, 2021). Most firms and countries globally are moving away from the traditional way of focusing only on profit and economic aspects of their operations to accommodate both the societal and environmental aspects of their operations. (Delprato & Antequera, 2021). This is happening since firms have realized that it is unsustainable and unethical to only concentrate on the economic benefits and profits while overlooking the impact on the society and the environment which may be faced with challenges and oppositions from the stakeholders, the community as well as the government (Mlinga, 2019). The significance of sustainability is sourcing and supply chain has substantially increased both in practice and research which prompt many firms to engage in sustainable practices

* Corresponding author: Moses Temitope Samuel, ORCID: 0009-0008-2744-6762

(Basheka & Bisangabasaija, 2019). This has made the firms add more efforts in making sure that their operations across the chain meets the vital sustainability pillar of environmental, societal and economic while delivering quality services (Matebese-Notshulwana, 2021).

Traditional sourcing mainly focuses on three criteria: cost; quality; and delivery (Mensah and Ameyaw, 2012). Sourcing is called sustainable when it *incorporates* economic, environmental, and societal criteria into purchasing process (Brammer & Walker, 2011) Organizations can play substantial role in changing the culture of societal and environmental practices being followed to attain sustainable growth (Fukey & Issac, 2014). Sustainable sourcing is one of the key characteristics of sustainable organizations (Kolawole, 2020). This requires the suppliers to supply them with environmental friendly products only, and the employees are required to have enough information about sustainable products (Masa'deh et al., 2017). According to Giménez and Tachizawa (2012), sustainable sourcing practices are purchasing from small and local suppliers; products probable for recycling or reuse; comply with labor rights; carbon reductions in the movement of products to facilities; operational excellence; product innovation; and willingness of suppliers to commit to waste reduction goals.

Sustainable sourcing entails the procedure of ensuring that the procured products are obtained in ethically and sustainably by making sure that all workers involved in the process are not mistreated and the actions taken are environmental friendly (Mcavoy, 2016). Market leaders are taking steps to respond to consumers demand for ethically sourced products unlike in the past where such practices were not publicized yet today all efforts taken are proudly announced to the public (Burrows, 2015). The industries source ethically to meet three important elements that include increase sales and gain brand loyalty, minimizing operation cost, and mitigation of risk (Mcavoy, 2016). Such industries' tread carefully and should take extra steps in their evaluation and tracking of suppliers to ensure the procurement process is ethical (Akkinipalli, 2012). The most accepted concept of sustainability defines it through the three overlapping principles of environmentally sound, economically feasible, and socially equitable production. Sustainable production comprises business practices that are sensitive to the environment (environmentally sound), responsive to the needs and interests of society at large (socially equitable), and economically feasible to implement and maintain (economically feasible) (Forbes, 2019).

1.1. Statement of the Problem

Sustainable sourcing is a concept which has the potential to eliminate or minimize waste (energy, emissions, and chemical/hazardous, solid wastes) resulting in procurement performance. However, it is noted that inefficacy in sourcing has resulted on high cost of energy, increase in discharge of hazardous chemicals and solid wastes which are causing compliance nightmares to firms and making them attracts huge fines or closer from the ecological management regulatory authority (Achuora, 2018), hence the need for a paradigm shift to a management approach with potential to eliminate waste and improve compliance with environmental management regulatory authority requirements.

Also, economical sourcing is considered as the evaluation of organizational cost reduction that promotes market shares, returns on assets, improves income and profits regarding the economic goals of performance. During product sourcing, some organizations lack the importance of sustainable economic performance where economical supply is discovered to be beneficial to cost reduction, market share promotion and increase in enterprise profit. Some organizations rely on a limited number of suppliers from geographically distant regions to reduce costs. This makes the supply chain more vulnerable to disruption such as natural disasters, geopolitical issues, or supplier's bankruptcy. Hence, companies without sustainable economic performance practices are said to underachieve the performances of their economic growth in terms of tax, profit, income and financial welfare of the employees.

Objectives of the Study

The objective of this research is to investigate sustainable sourcing and quality service delivery in Nigeria. The objectives to be achieved are to;

- Determine how environmental sustainability affects customer satisfaction.
- Determine the impact of economic sustainability on customer interaction; and
- Evaluate the influence of social sustainability on customer reliability.

1.2. Concept of Sustainable Sourcing

Sustainable sourcing is a process which organizations acquire products and services to meet the customer's requirements in a way that achieves value for money in terms of generating maximize social and economic benefits and minimize damage to the environment and health (Bugri, Michael, & Arthur, 2019). Also, Rais, Bidin, Bohari, and Saferi

(2018), states that sustainable sourcing is 'purchasing activities of products, services and work considering environmental criteria and standards that conserve the natural environment and resources which minimizes the negative impact of human activities'. Busse, Schleper, Niu, and Wagner (2016), generalized the idea of sustainability as an economic development that meets the needs of the present without compromising the potential of future generation to meet its own needs. Sustainability is a product of performing business transaction that are made by creating an innovative and corporate culture (Hassan, Akanmu, & Yusoff, 2018). The developed healthy culture can then create an enabling environment of high performance to maximize the use of available assets in a way that leads to good outcome within the environment, economy and society (Dunphy, 2011). According to Caiado (2018), the main inductor of sustainable environment in an organization is the internal organizational factors and strategic practices that must be taken into consideration from the lower to the upper management. It is important to utilize systems of sustainable performance measurements in responding to the internal and external organizations, thereby serving as benchmarking for future corporate strategies and operations. There are three categories of sustainability: environmental, economic and social sustainability (Chen, Okudan, & Riley, 2010).

1.3. Sustainable Sourcing Practices

Organizations in different countries and in different industries have differing sustainable sourcing practices (Perry & Towers, 2013; Hinrichs & Wettlin, 2019). Sustainable practices in purchasing process management divided into three types as follows;

1.4. Social Sustainable Sourcing Practices

Etse, McMurray and Muenjohn (2021) explain that social sustainable sourcing practices entails practices that aims at having the needs and welfare of people in mind and giving back to the society. Social sustainability entails acknowledging the need of social, ecological and economic bearing on a community and the people living there (Opoku & Guthrie, 2018). Social public sourcing has a positive influence on employment by offering chances to groups of employees who have been neglected from the labor market such as disadvantaged workers (Stoffel, Cravero, Chimia, & Quinot, 2019). Social sourcing considers socially responsible public procurement (SRPP), which includes promoting satisfactory conditions to work (minimum pay, work schedule, and period, high standards of safety and health), human rights and justice (employment equality, promoting decent work, adherence to social and labor rights, and reducing poverty), CSR, social inclusiveness, gender equality and pay and accessibility to all (Sonnichsen & Clement, 2020). They may include offering bursaries to the bright but needy students, having sections for the preference and reservations, sourcing locally, offering better working conditions for the employees as concluded by (Wanja & Odoyo, 2020). Social practices of sustainable sourcing are as follows; and therefore potentially influence procurement performance.

1.5. Empirical Review

Gil-Gomez et.al., (2020). Studied the effectiveness of Sustainable Customer Relationship Management. This investigation intends to evaluate the effect of the use of management information systems (MIS), as well as insights on employee behavior and knowledge, and customer behavior (satisfaction and loyalty), on the effectiveness of sustainable CRM in online shopping. The model is validated using the PLS-SEM technique, and study sample of 293 employees and managers from private organizations. According to the results, the MIS, employee behavior and knowledge, customer satisfaction, and customer loyalty influence the effectiveness of sustainable CRM in online shopping. Furthermore, employee behavior and knowledge positively moderate the relationship between customer loyalty and the effectiveness of sustainable CRM. However, the moderating role of employee behavior and knowledge on customer satisfaction and the effectiveness of sustainable CRM is not confirmed. Overall, taking these characteristics into account might help organizations to take significant steps toward increasing the efficacy of sustainable CRM.

2 Methodology

2.1. Population of the Study

Adeniyi (2011) sees population as the total number of large habitations of people in one geographical area, for example, the population of a country; besides, Popoola (2011) defines population as the totality of the items or objects under the universe of study. It often connotes all the members of the target of the study as defined by the aims and objectives of the study. The target population for the study was a total of all product distributors of 7up bottling company, Ilorin with a population of total of six hundred and twenty (620) employees. The choice of this population was based on ease of accessibility. Source: (coca-colahellenic.com).

2.2. Sources of Data

The data for this study is obtained from primary source of data; this was obtained through questionnaire administration. The data of this study are firsthand information obtained from respondents. This is done through the use of questionnaire in gathering the data and as an advantage of being a low cost option and allows respondents to think about the question. The primary data obtained through structured questionnaire were converted from qualitative to quantitative Likert scale.

2.3. Procedures for Data Collection

This study will make use of primary data. The instrument of data collection will be through the use of questionnaire administration. Questionnaires will be distributed to respondents for data collection. The aim is to discover the nature of relationship between variables, measure it and make prediction about the value of the variables from the given value of the other. This was done using Statistical Package for Social Sciences (SPSS). SPSS is used for data coding. All the data are grouped into categories and number assigned to each of the questions. It involves transferring the code and representing certain questions which help data entry to be more efficient and effective. All these are done so as to prepare for analysis.

2.4. Method of Data Analysis

The method which will be adopted for the analysis of data which is collected through the use of questionnaire will be frequency distribution with the aid of Statistical package for social and management sciences (SPSS 23.0). The hypothesis will be tested using multiple regression analysis.

2.5. Test of Hypotheses

2.5.1. H_{01} : Environmental sustainability has no significant impact on customer assurance

Table 1a Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.684	0.468	0.460	0.810

a. Predictors: (Constant), Carbon footprint, Energy consumption, waste of land; **Source:** *Spss Output, 2023*

Table 1a presents the model summary. It shows that the correlation coefficient r is .684 (i.e. $r = 0.684$) which indicates that there exists a very strong positive linear relationship between customer assurance (dependent variable) and environmental sustainability (independent variable). It is also clear from the table above that the r^2 which is the coefficient of determination is 0.468 approximately 47%. This implies that 47% of customer assurance can be explained by environmental sustainability while the remaining 53% are variables that are not captured in the model.

Table 1b ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	88.705	3	29.568	45.109	0.000
	Residual	100.946	197	0.655		
	Total	189.652	199			

a. Predictors: (Constant), Carbon footprint, Energy consumption, waste of land; b. Dependent Variable: Customer assurance; **Source:** *Spss Output, 2023*

Table 1b shows that the analysis of variance of the fitted regression equation is significant with F value of 45.109 this is an indication that the model is fit. Since the p-value (0.000) is less than 0.05, it shows a statistically significant relationship exists between the variables at 95 percent confidence level. Therefore, the null hypothesis which says that “environmental sustainability has no significant impact on customer assurance” is rejected while the alternative hypothesis is accepted.

Table 1c Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1.	Constant	0.846	0.321		2.636	0.009
	Carbon footprint	0.469	0.133	0.139	3.526	0.001
	Energy consumption	0.496	0.095	0.454	5.221	0.000
	Waste of land	0.467	0.123	0.408	3.797	0.000

Dependent Variable: Customer assurance; **Source:** *Spss Output, 2023*

The table 1c above shows the estimated coefficient of the variables included in the regression model, standard error, calculated t-value and p-value. The coefficients of the individual independent variable indicated that carbon footprint (0.469), for energy consumption (0.496) and waste of land (0.467) have a significant impact on customer assurance. The t-statistics value of (3.526) for carbon footprint, (5.221) for energy consumption and (3.797) for Waste of land and Beta standard coefficients (0.139) for carbon footprint, (0.454) for energy consumption and (0.408) Waste of land further suggest that there is a significant relationship between environmental sustainability and customer assurance. Since alpha level of 0.05 is greater than the p-value i.e (0.05>0.009) of the variables. The conclusion therefore is that the null hypothesis is rejected while the alternative hypothesis is accepted.

2.6. Hypothesis II

2.6.1. *H₀₂: Economic sustainability does not significantly influence customer interaction*

Table 2a Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.705	0.497	0.489	0.585

a. Predictors: (Constant), price, government regulation, material accessibility; **Source:** *Spss Output, 2023*

Table 2a presents the model summary. It shows that the correlation coefficient r is .705 (i.e. $r = 0.705$) which indicates that there exists a very strong positive linear relationship between customer interaction (dependent variable) and economic sustainability (independent variable). It is also clear from the table above that the r^2 which is the coefficient of determination is 0.497 approximately 50%. This implies that 50% of customer interaction can be explained by predictors of economic sustainability while the remaining 50% are variables that are not captured in the model.

Table 2b ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	52.076	3	17.359	50.644	0.000
	Residual	52.785	197	.343		
	Total	104.861	199			

a. Predictors: (Constant), price, government regulation, material accessibility; b. Dependent Variable: customer interaction; **Source:** *Spss Output, 2023*

Table 2b shows the analysis of variance of the fitted regression equation, result shows the significant with F value of 50.644 and since the p-value is less than 0.05 i.e (0.000<0.05). Thus, the model is testable and fit. This implies that null hypothesis that says "economic sustainability does not significantly influence customer interaction" is rejected while the alternative hypothesis is accepted.

Table 2c Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.563	0.232		2.427	0.016
	Price	0.363	0.052	0.459	6.981	0.000
	Government regulations	0.139	0.067	0.172	2.075	0.039
	Material accessibility	0.439	0.069	0.511	6.362	0.000

Dependent Variable: customer interaction; **Source:** *Spss Output, 2023*

The table 2c above shows the estimated coefficient of the variables included in the regression model, standard error, calculated t-value and p-value. The coefficients of the individual independent variable indicates that price (0.363), for government regulations (0.139) and material accessibility (0.439) has a significant influence on customer interaction. The t-statistics value of (6.981) for price, (2.075) for government regulation and (6.362) for material sustainability and Beta standard coefficients (0.459) for price, (0.172) for government regulation and (0.511) for material accessibility, this implies that there is a significant relationship between economic sustainability and customer interaction. Since alpha level of 0.05 is greater than the p-value of the variables (0.05>0.000). The conclusion therefore is that the null hypothesis is rejected while the alternative hypothesis is accepted.

2.7. Hypothesis III

2.7.1. *H₀₃: Social sustainability does not significantly influence customer reliability*

Table 3a Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.825 ^a	0.681	0.673	1.030

Predictors: (Constant), Health and safety, Self-empowerment, Access to resources; **Source:** *Spss Output, 2023*

Table 3a presents the model summary. It shows that the correlation coefficient r is .825 (i.e. r = 0.825) which indicates that there exists a very strong positive linear relationship between customer reliability (dependent variable) and social sustainability (independent variable). It is also clear from the table above that the r² which is the coefficient of determination is 0.681 approximately 68%. This implies that 68% variation in social sustainability can be explained by customer reliability while the remaining 32% are variables that are not captured in the model.

Table 3b ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	107.291	3	35.764	33.734	0.000 ^b
	Residual	49.831	197	1.060		
	Total	157.122	199			

a. Predictors: (Constant), Health and safety, self-empowerment, access to resources; b. Dependent Variable: customer reliability; **Source:** *Spss Output, 2023*

Table 3b shows that the analysis of variance of the fitted regression equation which is significant with F value of 33.734 this is an indication that the model is fit. Since the p-value is less than 0.05, it shows a statistically significant relationship exists between the variables at 95 percent confidence level. Thus, this implies that null hypothesis that says “social sustainability does not significantly influence customer reliability” is rejected while the alternative hypothesis is accepted.

Table 3c Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	0.408	0.070		5.829	0.001
Health and safety	0.649	0.063	0.875	10.302	0.000
Self-empowerment	0.423	0.094	0.244	4.500	0.000
Access to resources	0.773	0.143.	0.353	5.399	0.000

Dependent Variable: customer reliability

The table 3c above shows the estimated coefficient of the variables included in the regression model, standard error, calculated t-value and p-value. The coefficients of the individual independent variable indicated that health and safety (0.649), for self-empowerment (0.423) and access to resources (0.773) have a significant impact on customer reliability. The t-statistics value of (10.302) for health and safety, (4.500) for self-empowerment and (5.399) for access to resources and Beta standard coefficients (0.875) for health and safety, (0.244) for self-empowerment and (0.353) for access to resources further suggest that there is a significant relationship between infrastructure and customer reliability. Since alpha level of 0.05 is greater than the p-value of the variables i.e. (0.05>0.001). The conclusion therefore is that the null hypothesis is rejected while the alternative hypothesis is accepted.

3 Discussion of Findings

Based on the analysis of operational data gathered via the field survey and the test of hypotheses, the following findings were revealed:

Hypothesis one examining the effect of environmental sustainability on customer assurance, the result revealed that carbon footprint, energy consumption and waste of land have significant effect on customer assurance. It is also clear from table 1a that the r^2 which is the coefficient of determination is 0.468 approximately 47% and correlation coefficient (r) is 0.684. This implies that carbon footprint, energy consumption and waste of land will account for 47% variation in customer assurance while remaining 53% is due to other variables not captured in the model. It was however concluded that, since the significant values is less than 0.05 level of significance ($p < 0.05$), then the null hypothesis was rejected and the alternative hypothesis was accepted. This study is tandem with the study of Abdou, et.al, (2022), investigated the effect of Environmentally Sustainable Practices on Customer Citizenship Behavior in Eco-Friendly Hotels. Findings emphasized that environmentally sustainable hotel properties are rewarded by customers in the form of CCBs (i.e., feedback, helping others, advocacy, and tolerance) directly and indirectly (through GPV). Hence, effect of environmental sustainability has significant effect on customer assurance.

Hypothesis two, examine the impact of economic sustainability on customer interaction. The result indicated that there is a strong positive relationship between Price, government regulations and material accessibility. It is also obvious from table 2a that the r^2 which is the coefficient of determination is 0.497 approximately 50%. This implies that Price, government regulations and material accessibility will account for 50% variation customer interaction while remaining 53% is due to other variables not captured in the model. It was however concluded in the table 2b that, since the significant values 0.000 is less than 0.05 level of significance ($p\text{-value} < 0.05$), then the null hypothesis was rejected and the alternative hypothesis was accepted. This study is tandem with the study of Gil-Gomez, et.al. (2020), studied the effectiveness of sustainable customer relationship management. This investigation evaluated the effect of the use of management information systems (MIS), as well as insights on employee behavior and knowledge, and customer behavior (satisfaction and loyalty), on the effectiveness of sustainable CRM in online shopping. Hence, there is significant impact of economic sustainability on customer interaction.

Hypothesis three examined the influence of social sustainability on customer reliability, result revealed from table 3a that the r^2 which is the coefficient of determination is 0.681 approximately 68% while (r) is the correlation coefficient with the value of 0.825. This implies that Health and safety, self-empowerment and access to resources will account for 68% variation in customer reliability while remaining 32% is due to other variables not captured in the model, also there is strong and positive relationships between the variables. It was however concluded in the result that, since the significant values of 0.000 is less than 0.05 level of significance ($p < 0.05$), then the null hypothesis was rejected and the alternative hypothesis was accepted. This study supported by the work of Wanja and Odoyo (2020) established the

influence of sustainable procurement practices on the performance of procurement in food and beverages manufacturing firms in Nairobi County, Kenya. The study revealed that reverse logistics, green specification, green inventory management and green tendering are practiced across the manufacturing firms. Therefore the study concluded that sustainable procurement significantly increase procurement performance with the ultimate positive impact on firm performance.

4 Summary of Findings

Based on the analysis in chapter four, as shown in 1a using linear regression analysis, R^2 is 47%, R is 0.684 and p-value of 0.000 is less than 0.05 showing that the effect of environmental sustainability on customer assurance is significant and shows a strong relationship between environmental sustainability and customer assurance, leading to the rejection of null hypothesis, which is “environmental sustainability does not have any significant effect on the customer assurance” and the acceptance of the alternative hypothesis. Also, the p-values of the proxies of environmental sustainability shown in table 1c indicates that carbon footprint (0.012), energy consumption (0.001) and waste of land (0.000) are significant factors to customer assurance.

Hypothesis two examine the influence of economic sustainability on customer interaction using regression analysis results indicated that R^2 is 59% while R is 0.705. The ANOVA table 2a shows that the p-value is 0.000 which is less than the alpha level 0.05, which further suggest that there is significant influence between economic sustainability and customer interaction leading to the rejection of the null hypothesis which state that “economic sustainability does not significantly influence customer interaction” and the acceptance of the alternative hypothesis. Also, the p-value of the proxies of economic sustainability as shown in the result indicates that price (0.003), for government regulation (0.040) and material accessibility (0.020) are significant as a determinant of customer interaction.

From the hypothesis iii, result of the regression analysis indicated that R^2 is 68%. The ANOVA table 3 shows that the p-value is 0.000 which is less than the alpha level 0.05, which further suggest that there is significant impact between social sustainability and customer reliability, leading to the rejection of the null hypothesis which state that “social sustainability does not significantly influence customer reliability” and the acceptance of the alternative hypothesis. Also, the p-value of the proxies of social sustainability as shown in table 3c indicate that Health and safety (0.000), for Self-empowerment (0.001) and Access to resources (0.030) are significant as a determinant of customer reliability

5 Conclusion

Based on the result of the analyses, this study concluded that effective Communication has significant impact on organizational Effectiveness in Nigerian Banking Industry. From the result of findings, the following specific conclusions were made:

The result from the first hypothesis one concluded that there is relationship between environmental sustainability and customer assurance in the beverage Industry. Thus, proxies of environmental sustainability such as carbon footprint, energy consumption and waste of land are great factors that determine customer assurance in the beverage industry.

Also, result from the hypothesis two, result concluded that economic sustainability has significant influence on customer interaction. Thus, proxies of economic sustainability such as price, government regulations and material accessibility are great factors that influences customer interaction.

Furthermore, from the summary, the result revealed that social sustainability does not significantly influence customer reliability in the beverage industry. Social sustainability like health and safety, self-assessment and access to resources are important factor affecting the customer reliability in the beverage industry.

Recommendations

Based on the conclusion above on the Sustainable Sourcing and Quality Service delivery in the Beverage Industry, a study of 7up bottling company was made and conclusions were reached. In view of the findings of the result given above, the following recommendations were suggested;

- Given the positive impact of environmental sustainability on customer assurance, 7up Bottling Company management should continue investing in eco-friendly practices. This includes further reducing its carbon footprint, optimizing energy consumption, and implementing efficient waste management strategies. Engaging

in sustainable sourcing of raw materials and adopting environmentally friendly packaging can further strengthen the company's reputation as a responsible and environmentally conscious brand.

- 7up Bottling Company management should prioritize transparent communication with its customers about its sustainable sourcing initiatives and environmental efforts. By sharing information about its sustainability goals, progress, and achievements, the company can build trust and increase customer assurance in its commitment to environmental responsibility.
- As economic sustainability significantly influences customer interaction, 7up Bottling Company should ensure economic stability and responsible pricing. The company should strive to strike a balance between offering competitive prices and maintaining profitability while considering the affordability of its products for consumers.

Compliance with ethical standards

Disclosure of conflict of interest

No conflict of interest to be disclosed.

Statement of informed consent

Informed consent was obtained from all individual participants included in the study.

References

- [1] Achuora Sarah, 2018. University infrastructures: challenges, issues and beginnings of sustainable development. From University infrastructures: challenges, issues and beginnings of sustainable development
- [2] Adeniyi, 2011. "Empirical Analysis of Agricultural Productivity: Growth in Benin and Mainly Factors which Influence Growth," 2011 Conference (55th), February 8-11, 2011, Melbourne, Australia 100538, [3]. Australian Agricultural and Resource Economics Society
- [3] Akkinapalli, R. (2012). Food and beverage sustainability industry report. (Accessed May 10, 2017) Retrieved from www.scm.ncsu.edu
- [4] Bashoka Benon .C, 2019, Public procurement corruption and its implications on effective service delivery in Uganda: an empirical study
- [5] Brammer, S., & Walker, H. (2011). Sustainable procurement in the public sector: an international comparative study, *International Journal of Operations and Production Management*, 31, 452-476.
- [6] Bugri, B. A., Michael, A., & Arthur, E. A. (2019). Investigating the Impact of Sustainable Procurement on Economic Growth and Development. *Journal of Accounting, Business and Finance Research*, 5(2), 67-76.
- [7] Burrows, D. (2015). New demand driving sustainable food growth. (Accessed May 10, 2017) Retrieved from www.marketingweek.com
- [8] Busse, C., Schleper, M. C., Niu, M., & Wagner, S. M. (2016). Supplier development for sustainability: contextual barriers in global supply chains. *International Journal of Physical Distribution & Logistics Management*, 46(5), 442-468.
- [9] Caiado, R.G., Filho, W.L., Quelhas, O.L., Nascimento, D., & Ávila, L.V. (2018). A literature-based review on potentials and constraints in the implementation of the sustainable development goals. *Journal of Cleaner Production*.
- [10] Chen, Y., Okudan, G. E. & Riley, D. R. (2010). "Sustainable performance criteria for construction method selection in concrete buildings". *Automation in Construction*, 19, (2), 235-244.
- [11] Delprato, M., & Antequera, G. (2021). Public and private school efficiency and equity in Latin America: New evidence based on PISA for development. *International Journal of Educational Development*, 84, 102404.
- [12] Dunphy, D. (2011). "Chapter 1 conceptualizing sustainability: the business opportunity", in Eweje, G. and Perry, M. (Eds), *Business and Sustainability: Concepts, Strategies and Changes (Critical Studies on Corporate Responsibility, Governance and Sustainability)*, 3, Emerald Group Publishing.
- [13] Etse, D., McMurray, A., & Muenjohn, N. (2021). Comparing sustainable public procurement in the education and health sectors. *Journal of cleaner production*, 279, 123959.

- [14] Foerstl, K., Reuter, C., Hartmann, E., & Blome, C. (2010). Managing supplier sustainability risks in a dynamically changing environment—Sustainable supplier management in the chemical industry. *Journal of Purchasing and Supply Management*, 16(2), 118-130.
- [15] Fukey, L., & Issac, S. (2014). Connect among Green, Sustainability and Hotel Industry: A Prospective Simulation Study, *World Academy of Science, Engineering and Technology, Open Science* [17]. Index 85, *International Journal of Economics and Management Engineering*, 8(1), 296 – 312.
- [16] [18]. Gil-Gomez, H., Guerola-Navarro, V., Oltra-Badenes, R., & Lozano-Quilis, J. A. (2020). Customer relationship management: digital transformation and sustainable business model innovation. *Economic research-Ekonomiska istraživanja*, 33(1), 2733-2750.
- [17] Giménez, C., & Tachizawa, E. M. (2012), Extending sustainability to suppliers: A systematic literature review. *Supply Chain Management: an international journal*, 17, 531–543.
- [18] Hinrichs, S. & Wettlin, J. (2019). Drivers and Barriers to the Adoption of Sustainable Procurement in SMEs [Master thesis in Business Administration, Jonkoping International Business School]. <https://www.diva-portal.org>.
- [19] IBM Corp. Released 2015. IBM SPSS Statistics for Windows, Version 23.0. Armonk, NY: IBM Corp.
- [20] Kolawole, R. (2020). Investigating Barriers to the Uptake of Sustainable Procurement in the Nigerian Construction Industry. *African Journal of Earth and Environmental Sciences*, 2(1), 508-516.
- [21] Masa'deh, R., Alananzeh, O., Algiatheen, N., Ryati, R., Albayyari, R., & Tarhini, A. (2017). The impact of employee's perception of implementing green supply chain management on hotel's economic and operational performance. *Journal of Hospitality and Tourism Technology*, 8(3), pp 395-416.
- [22] Matebese-Notshulwana, K. (2021). Weak procurement practices and the challenges of service delivery in South Africa. *Public Procurement, Corruption and the Crisis of Governance in Africa*, 93-111.
- [23] Mcavoy, K. (2016). Ethical sourcing: do consumers and customers really care? (Accessed May 10, 2017) Retrieved from www.spendmatters.com
- [24] Mensah, S., & Ameyaw, C. (2012). Sustainable procurement: The challenges of practices in the Ghanaian construction industry, In *West Africa Built Environment Research (WABER) Conference*, (2), 24-26, 871.
- [25] Musewe, S. O., & Gekara, G. (2021). Influence of public procurement and asset disposal act on performance of executive state corporations in disposal in Kenya. *International Journal of Supply Chain and Logistics*, 5(1), 67-85.
- [26] Opoku, A., & Guthrie, P. (2018). Education for sustainable development in the built environment. *International Journal of Construction Education and Research*, 14(1), 1-3.
- [27] Perry, P., & Towers, N. (2013). Conceptual framework development CSR implementation in fashion supply chains. *Int. J. Phys. Distribute, Logistic. Management*, 43, 478–500.
- [28] Popoola, S.O. (2011) *Information Management and Organizational Behavior Inventory*. Department of Library, Archival and Information Studies, University of Ibadan, Ibadan.
- [29] Rais, S. & Bidin, Zafikha & mohamad bohari, asmah alia & Saferi, M. (2018). The Possible Challenges of Green Procurement Implementation. *IOP Conference Series: Materials Science and Engineering*. 429. 012023. 10.1088/1757-899X/429/1/012023.
- [30] Sönnichsen, S. D., & Clement, J. (2020). Review of green and sustainable public procurement: Towards circular public procurement. *Journal of cleaner production*, 245, 118901.
- [31] Stoffel, T., Cravero, C., La Chimia, A., & Quinot, G. (2019). Multidimensionality of sustainable public procurement (SPP)—Exploring concepts and effects in Sub-Saharan Africa and Europe. *Sustainability*, 11(22), 6352.
- [32] Wanja I., & Odoyo J., (2020). Sustainable procurement practices and performance of procurement in food and beverages manufacturing firms in Kenya. *Global Scientific Journals*, 8(13), 1637-1656