

**BINDURA UNIVERSITY OF SCIENCE EDUCATION**

**FACULTY OF COMMERCE**

**DEPARTMENT OF ECONOMICS**



**INVESTIGATING SUSTAINABLE PROCUREMENT PRACTICES IN FARMING. A  
CASE OF TOBACCO CONTRACT FARMING BY WOMEN IN ZIMBABWE**

**BY**

**YVONNE MADZINGA**

**B226725A**

**A DISSERTATION SUBMITTED IN PARTIAL FULFILMENT OF THE  
REQUIREMENTS OF THE MASTER OF SCIENCE IN PURCHASING AND  
SUPPLY CHAIN MANAGEMENT OF BINDURA UNIVERSITY OF SCIENCE  
EDUCATION**

**JUNE 2024**

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Name of the Author : **YVONNE MADZINGA**

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Student

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Supervisor

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...../...../.....

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## **Dedication**

I dedicate this project to my family. Without their unwavering support and dedication, I wouldn't have completed this.

## **Acknowledgements**

First, I want to thank God Almighty for his unending blessings. I place this research in His hands. My supervisor Dr P. Mukucha, who diligently coached me and kindly collaborated with me throughout my job, deserves the utmost gratitude from me. This research required a significant deal of time and work to conduct, and many people took the time to focus their minds on it. Additionally, a particular gratitude is extended to the department of economics for its support and academic guidance. To my family, I would like to express my sincere gratitude and appreciation for their support and tremendous help in completing my dissertation. A particular thanks goes out to my friends who have consistently helped, encouraged, and mentored me in order to make this research successful.

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## Abstract

The primary purpose of this thesis was aimed at conducting an investigation of sustainable procurement practices within tobacco contract farming by women farmers in Zimbabwe. Through the usage of the Stakeholder and Institutional Theories, the reviewed literature, as part of the secondary data analysis stage, was able to vividly expose the gap that not much research on the matter under investigation has been conducted from a Zimbabwean perspective; numerous works on the issue are conducted from a western perspective. The hypotheses of the research as emanating from the objectives were tested on an entity where 100 respondents had their views elicited. The tests sought to ascertain impact on yield and quality. Data was analyzed through the use of SPSS MANOVA test. Tests such as Box's Test for Homogeneity of Variance-Covariance, ANOVA and Pillai test, amongst others were conducted. From the tests, it emerged that there has been an improvement in the yield and quality of tobacco being produced by women contract farmers who interacted with the company that was the subject of investigation for this study. Findings further reviewed that the narrative that poverty is sexist can be debunked if proper extension efforts are prioritized towards ensuring that women are empowered with the knowledge and skillset needed to make them competitive in the production of tobacco in Zimbabwe. The conclusions of the research opine that more research is needed to ensure that an exhaustive investigation of the phenomena is robustly conducted. The recommendation being to the effect that the nexus between industry and the academia must be enhanced and expedited if ever pragmatic solutions that resonate with the aspirations of the industry are to be derived.

Key Concepts: *Yield, Quality, Contract Farming, MANOVA*

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## CHAPTER I

### INTRODUCTION

#### 1.1 Introduction

This quantitative research study sought to establish the sustainability of procurement practices in tobacco contract farming by women in Zimbabwe. This was done, as properly enunciated in the secondary data review through literature interaction that sought to address the broader research objective of the study. How contract farming in Zimbabwe and relevant procurement practices thereof, has contributed towards sustainable livelihoods of women in the country. This chapter, which introduced the study, is divided into sections whose core prerogative was to move in tandem with broader research aims.

#### 1.2 Background of the study

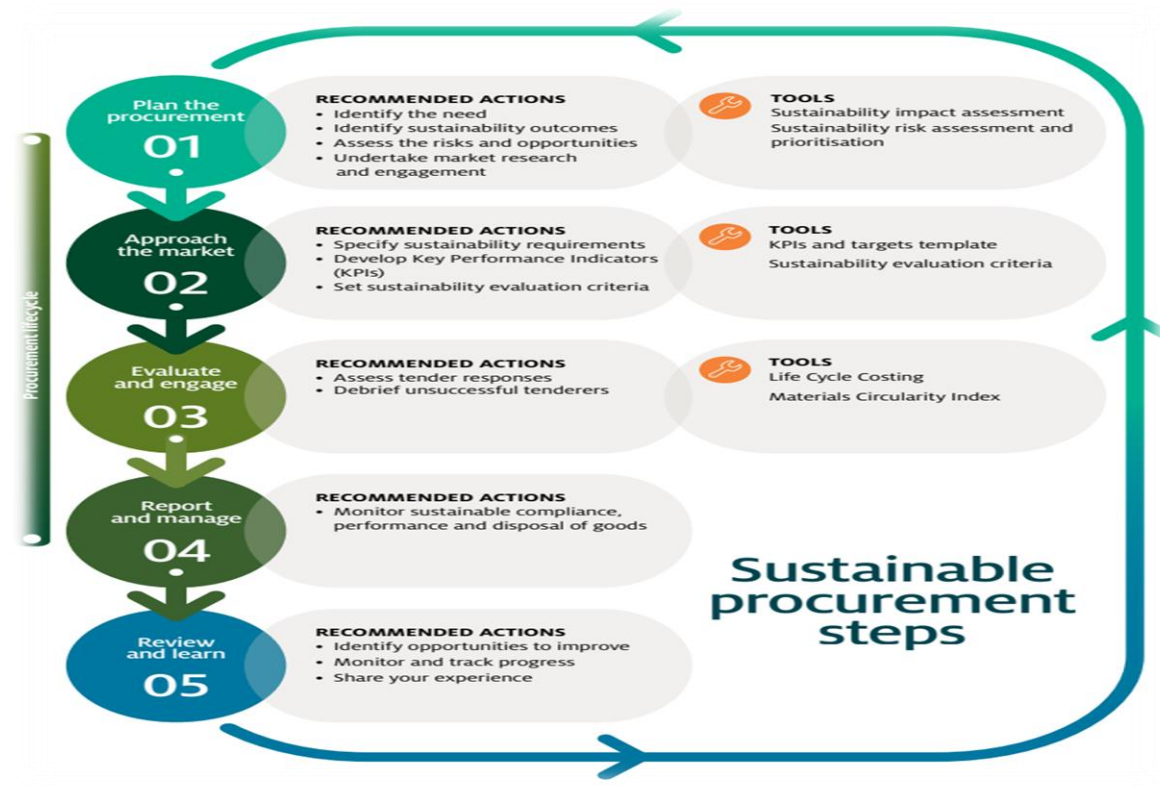
According to the Sustainable Development Goal No. 5, worldwide, women constitute a mere 13 percent of agricultural land holders. There, however, has been an increase in the percentage in number of women employed outside agriculture increased to 41 percent in 2015 from 35 percent in 1990 (United Nations, 2020). Gates (2016) is of the view that women and girls are more likely to be impoverished and less likely to be employed whilst they are exposed to significant risk of contracting disease. Bayer (2020) is of the view that one of the potent drivers of gender equality and women empowerment is economics. This is so due to the fact that in the absence of economic empowerment, it is not possible to envisage a scenario where women can overcome numerous structural barriers and in the process becoming more active political and social members of their communities. The Commonwealth of Australia (2021) envisages that sustainable procurement methods are essential insofar as the development of a circular economy is concerned. This kind of economy is aimed at reducing the negative impacts of social, environmental and economic impact of purchased goods throughout their life. This perspective includes, but is not limited to, waste disposal and the cost of operations and maintenance over the life of the goods and Page 4 of 36 services. The Commonwealth of Australia (2021) indicates that sustainable procurement practices consist of:

1. Conceiving strategies aimed at reducing demand and attaining product extension

2. Planning on the post-life events of a product with a thrust on recycling, re-use and disposal whilst sensitizing suppliers of the need to address this at the beginning
3. Factoring in cost aspects over the life of the good or service in the planning process
4. Making robust encouragement of adoption of sustainable solutions and innovation during tendering process
5. Measuring product sustainability throughout the procurement life

The stages of procurement life-cycle are defined by the 3Rs, that is reducing, reuse and recycle. Environmental considerations are critical insofar as the aspect of sustainable procurement practices is concerned. Production processes are supposed to be user friendly with the companies involved in production having the responsibilities of ensuring good corporate ethics. Carter's 10 C's of supply evaluation prioritizes issues of Corporate Social Responsibility. It is usually impossible to cut costs in an effort to achieve environmentally sustainable ways because of inherent conflicts that emanates as the other variables interact with each other. The importance of the inclusion of people and the planet in the procurement planning from the initial stage of procurement to the final, that is, the identification of needs cannot be understated. Product specifications prior procurement, which itself is the strategic function of purchasing must be holistic enough to capture all the nuances of sustainable procurement. Sourcing thence is no longer a haphazard process that is defined by ad-hoc but issues of procurement is supposed to be done at the boardroom as opposed to the backroom. This is due to the fact that the final resource is the scarcest resource in any organization or

business entity. Diagram 1.1 below gives a depiction of the process.



Source: Commonwealth of Australia 2021, Department of Agriculture, Water and Environment

Basio and Djannkov (2020) are of the view that the objective of having gender-specific procurement strategies would be to guarantee that the sourcing policies and practices of both public and private sector entities are crucial strategic entry points for the promotion of the development of entrepreneurship and economic empowerment in women. The scholars envisage that public and private procurement generates trillions of dollars insofar as economic activity across the globe is Page 6 of 36 concerned. Testimony of this reality can be seen if one considers the size of public procurement across the world which accounts for a staggering 12 percentage points of global Gross Domestic Product (GDP), a figure that represents 10 to 15 percent of the GDP in developed countries and between 30 to 40 percent in the least developed countries. A “women-owned business” is commonly defined by many countries, as well as the UN system, as an enterprise that has at least 51 percent ownership by one or more women (Piras et al., 2023).

It is of significant importance to realize that current gender responsive procurement (GRP) makes concerted efforts at focusing on the creation of opportunities for producers. If these

practices are to influence outcomes that are equal for women and not just opportunities, they must be promoted so as to include inclusive pathways of development that help reduce structural inequalities for customers and employees. This is a necessity due to the fact that gender gaps are still prevalent within the labour market. For instance, the labour force for women, globally, in 2019, stood at 47 percent with women being paid an average of 20 percent less than men in terms of remuneration (International Labour Organization, 2020). At the global institutional level, it is important to observe that the United Nations Global Marketplace (UNGM) retains an integrated gender indicator insofar as its online procurement platforms seeking to report on sustainable procurement performance are concerned.

This gender indicator is a function of sustainability considerations as it aims at the empowerment of girls and women through ensuring equal treatment of people regardless of their gender. The UNGM (2020) is of the view that bidders ought to demonstrate absolute commitment towards supporting gender equality and women empowerment. This ought to be achieved through current or future plans as envisaged by gender diversity in the recruitment process and ensuring equal pay between men and women whilst shying away from discrimination at the workplace. This perspective resonates with the UN Procurement Network approach that seeks the integration of issues of gender within its online platforms of procurement in an effort that is aimed at ensuring that officials within the procurement architecture of the UN report effectively on their sustainable procurement performance.

The Fast-Track Land Reform Program in Zimbabwe resulted in the massive growth of the tobacco sector in Zimbabwe a scenario that was subsequently characterized as the tobacco boom (Mazwi, Chambati and Mudimu, 2020). The effects of this boom, so postulates the scholars, are varied across space and time. The boom has seen a corresponding increase in the number of farmers who are venturing into contract farming a scenario that has been attributed to, by numerous pundits, better extension services amongst a litany of other extension services. Tobacco farming generally is a capital intensive crop and can be extremely profitable if prices are good. In 2018, Zimbabwe was the largest tobacco producer in Africa with tobacco accounting for about 10 percent of the GDP of the country. The government of Zimbabwe has set an ambitious target of making the sector a US\$5 billion industry by the year 2025 (The Guardian, 2022).

It is however depressing to observe that tobacco growing has predominantly been a male dominated activity despite the fact that many female smallholder farmers are taking it up.

These women, regardless, find it difficult to secure loans from mainstream banks resulting in them borrowing from loan sharks. It is beyond any logic of debate that tobacco is a cash crop that is widely grown in developing countries thereby making it ideal for smallholder farmers. The crop has been cultivated in Page 8 of 36 Africa since the 16th century though commercial cultivation began in the 19th century (Chipanda, 2016). Table 1.1 below gives a depiction of the types of tobacco that are grown across the world

Table 1.1: Tobacco types grown across the world

Type	Percentage	Uses	Country grown
Virginia	40 % of world production	Used entirely for cigarette blends	China, U.S.A., Brazil & Zimbabwe
Burley	11 % of world production	Used partially in cigarette, pipe blends and chewing	U.S.A., Italy, Korea, Brazil, Mexico & Zimbabwe
Maryland	Data not available	American and Swiss cigarette blends	U.S.A & Italy

Source: Researcher own generation, 2024

According to TIMB (2022), smallholder tobacco farmers are contracted to tobacco companies who in turn buy the dried leaf from them. BAT is responsible for providing these farmers with inputs and advice and these inputs are given to farmers as loans to be deducted from their final gross earnings. There is some degree of independence between the price that is received by farmers and the evaluation of the quality of the tobacco crop. It is the objective of the researcher in this study to focus on sustainable procurement methods in tobacco contract farming by women farmers in Zimbabwe.

### 1.3 Statement of the problem

Tobacco contract farming is laden with a lot of opportunities and risks which, according to Fitzgerald (2022), defeats the very purpose of agriculture whose core objective is to provide food and enhance quality of life. Despite the fact that tobacco farmers provide inputs to smallholder farmers, the earnings generated from tobacco farming are not reflective of gender inclusivity in Zimbabwe. Women are not included in sustainable procurement practices thereby exposing them to risks of failing to feed, clothe or educate their children. An understanding of how to motivate women to stay in tobacco contract farming by involving them in sustainable tobacco procurement practices is one sure way of enhancing their

participation and avoiding voluntary turnover of women contract farmers from the sector. Sustainable procurement practices insofar as tobacco contract farming by women in Zimbabwe is concerned enables women to be protected against the risks of being trapped in debt cycles for it is because of lack of inclusivity in the procurement process that tobacco contract farming contributes to poverty more than it benefits individual farmers and their families (Ellis et al., 2017). The specific problem afflicting tobacco contract farming participation by women in Zimbabwe is absence of inclusion in the sustainable procurement process. Thus, a knowledge gap exists as to what must be done to ensure that women tobacco contract farmers are not excluded from the value chains in Zimbabwe. It is evident that despite the studies done on the negative impact exclusion of women in tobacco contract farming and sustainable procurement processes in Zimbabwe, a good number of contract farmers are surviving off it. Some publications offer hypothetical solutions regarding what might help women overcome barriers being involved in sustainable procurement practices within the tobacco contract farming paradigm (Hall and Cliffe, 2019). However, most samples studied do not involve women and let alone are not conducted from a Zimbabwean perspective as most secondary sources are written from other contexts. This study looks at sustainable procurement practices by women in tobacco contract farming in Zimbabwe.

#### **1.4 Purpose of the study**

This quantitative study seeks to ascertain the efficacy of sustainable procurement practices by tobacco companies on women in tobacco contract farming in Zimbabwe. This study captures perspectives and views of buyers at auction floors in an effort aimed at ascertaining what they are doing to address the issues of injustices between men and women. This, being done within the broader context of gender issues, equality and sensitivity as aspired by Sustainable Development Goals, SDGs. The study makes use of the constructivist approach through the use of semi-structured interviews. The information to be adduced will help inform a lot of stakeholders insofar as the subject under investigation is concerned.

#### **1.4 Objectives of the study**

1.4.1 To determine the impact of supplier development initiative on the productivity of women based enterprises

1.4.2 The influence of supplier development initiative on the quality of tobacco produced by women based enterprises

## **1.5 Research questions**

1.5.1 How has tobacco women contract farming practices impacted tobacco companies in Zimbabwe?

1.5.2 What is the influence of supplier development initiative on the quality of tobacco produced by women within the tobacco industry in Zimbabwe?

## **1.5 Assumptions**

This study makes the assumption that the data that is needed to address the objectives can be gleaned from information provided by the Tobacco companies to develop theory. Further to that, it is envisaged that study participants will be honest in responding to questions posited to them during the interviewing process. This study further makes the assumption that there are different factors and considerations responsible for tobacco companies embracing sustainable procurement methods as they embark in contract farming and women based enterprises in Zimbabwe.

## **1.6 Hypothesis**

H<sub>a</sub>: Tobacco women contract farming practices significantly impacted tobacco farmers in Zimbabwe

H<sub>1</sub>: Supplier development initiative significantly influence tobacco produced by women within the tobacco industry in Zimbabwe

## **1.7 Delimitations of the study**

The delimitation of this study is that participants are into tobacco contract farming and also that they are buyers at the tobacco auction floors. A larger and more professionally diversified group size may provide more insight into alternatives available for women. The other delimitation of this study is that the data will be confined to views and perspectives of buyers within the tobacco contracting and purchasing sphere.

## **1.8 Limitations**

The study is going to be restricted to a company who is going to be answering a Likert Scale type of questionnaire that shall consists of statements and these questionnaires are going to be distributed to 100 respondents. This sample, though homogenous, needs to be complemented with other methodologies, to ensure strengths and weaknesses of one method over the other cancel each other out. Data that is thus going to be gathered through the quantitative research approach that is going to be used for this research will hence inconclusive making it inherently important for more data to be collected on the subject under investigation before any generalizations to a specific group can be made. It is within the wisdom of the researcher

to probe whether or not the study is robust and effective enough in collecting information rich data or there exists another way that enhances both quality and quantity of the gathered data.

## 1.9 Chapter Summary

This study is aimed at understanding the efficacy of sustainable procurement farming within the tobacco contract farming paradigm by women in Zimbabwe through the usage of qualitative grounded study theory. The results of this study, despite closing an already existing gap in knowledge insofar as the phenomenon under investigation is concerned, can also be generalized in different context whilst assisting subsequent generations of researchers. The study uses the quantitative methodology and this approach, though effective, might not holistically capture the entire nuances behind the phenomenon. Triangulation of methodologies would have been more potent insofar as the attainment of the aims of the research is concerned. The chapters that are following are organized as depicted below:-

Chapter II	Literature Review
Chapter III	Methodology
Chapter IV	Data Analysis & Presentation of Results
Chapter V	Summary, Conclusions & Recommendations

## CHAPTER II

### LITERATURE REVIEW

#### 2.0 Introduction

The purpose of this chapter is to review literature that is relevant to the study under review with the objective being to expose gaps that exist in the reviewed literature. The literature that is going to be reviewed is going to be guided by the objectives of the research in an effort aimed at linking the chapter with the broader research objective. To this end, this chapter is going to cover the following critical areas; sustainable procurement practices, tobacco contract farming practices on women beneficiaries and challenges faced by women in implementing sustainable procurement practices. The chapter then proceeds to conceive a conceptual framework of the study before identifying the research gap that is in existence from the presently available literature on the study under investigation.

#### 2.1 Theories Guiding the Study

This section takes a holistic evaluation of two theories that are going to be forming the basis of this study, that is, the Stakeholder and Institutional Theories. The study will make some general observations especially insofar as the relevance of each of the raised theory is to the study of sustainable procurement, contextualizing this with a vivid discussion of themes from selected scholarly works to be reviewed

##### 2.1.1 Stakeholder Theory

This theory has been characterized as ‘handmaiden’ due to the fact that it oftentimes is used to support the elaboration of other theories, most notably the Resource Based View and Institutional theories whilst failing to emerge as the focus of development itself. It is due to this fact that it was not until 1984 that concepts of the theory were integrated into coherent constructs by Freeman. The theory was initially concerned with defining stakeholder concept and classification into categories that aim at providing an understanding of stakeholder relationship. Available literature adopted three approaches:

1. Psychology based approach of personalities in management and society (Mitroff 1983, Ackerman and Alstott, 1999)
2. Effects of individuals or groups towards attainment of organizational goals (Freeman, 1984 and Mitchell et al, 1997)

3. Studying shareholders within the framework of an inter-organizational setting related to power and collaboration (Clarkson, 1995; Henriques and Sadosky, 1999)

It is important to observe that stakeholders are motivated in issues of management of sustainability within inter-organizational relationships where the firm is inherently viewed as a unit of analysis that was unsatisfactory (Walker, 2020). Insofar as stakeholder thinking is concerned, relationships do not occur within the context of dyadic ties but as a network that consists of influences with multiple stakeholders (Rowley, 2017). This perspective resonates with interest in spanning of boundaries extending beyond the boundary of the firm.

It is important to realize that stakeholder consideration plays a role that is integral to the planning process and the ‘sociology of technology’ where achieving change in the supply chain. The change in relationship between internal and external stakeholders is attributed as the source of turbulence within the business environment (Freeman, 1984). The diversity of ST and its facility for identifying and prioritizing conflicting requirements has rejuvenated interest in the literature particularly in the context of the possibilities of collaborative implementation of sustainable supply chain scenarios (Matos and Hall, 2017; Darnall, 2018; Kovacs, 2018). Table 2.1 below shows a synoptic depiction of studies that have been conducted using the stakeholder theory.

The importance of the salience of the stakeholder when an investigation of inter-organizational relationship is to be conducted cannot be understated. This is so since it enables us to be in a position to identify and reveal different motives that lay hidden insofar as the adoption of a certain business phenomena is concerned, for instance, the arrival of new technology and its requisite and assumed benefit from an environmental management standpoint. As borrowed from SST, a group or any party within a relationship retains power and influence to the extent of coerciveness and utilitarianism and is able to impose such in a relationship. It is because of this reality that in any engagement, legitimacy is a crucially desirable social good and is more-overarching as opposed to self-perception of an individual within shared groups and communes such as cultures. It is as a result of this logic that urgency has to be based along the lines of sensitivity and extended criticality which is attributed as the importance of a claim and the nascent relationship to the stakeholder (Mitchell, 1997).

### **2.1.2 Institutional Theory**

Scholars have availed perspectives of the institutional theory through the explanation of the economic and sociological roots of the perspective within the context of operations dealing with supply chain management (Kauppi, 2023). Institutional research is predominantly focused on how entities face uncertainty within the external environment. Meyer and Rowan (1977), for instance show that environmental networkers are able to instigate changes that are institutional at the societal level regardless of their additional business interests. Due to the consequences brought about by a systemic evaluation and analysis of literature, available evidence postulates that a high portion of purchasing and supply management literature gives impetus more on Stakeholder and Institutional theories as their go to option as opposed to general other theories as they relate to the subject matter.

By way of comparison, there exist relatively few papers written over the past decades that depend upon theoretical perspectives regardless of the fact that there exists an interaction approach that is well suited for studying this increasingly expanding area of research. It is from this finding that all available theoretical fields and literature avails an opportunity and a link that is missing regarding efforts by researchers invested in sustainability argument and perspective in understanding the interaction of the firm in an environment that is networked. By way of evaluation, it can be posited that numerous papers on the subject matter take a middle of the road approach, choosing not to adopt any dominant theory instead of the general supply chain management literature. Others, who ponder upon a hybrid approach, combine these, specifically the Stakeholder and Institutional theories which they view as means of increasing the inherent potential for organizational sense making.

## **2.2 Empirical Reviews**

### **2.2.1 Sustainable Procurement**

According to Kalubanga (2022), the concept of sustainable procurement has acquired a high degree of traction in policy circles within the international community of late. This concept builds and develops from traditional procurement practice that seeks to extend through adopting sustainability standards and principles. By way of definition, procurement is the acquisition of works, goods and/or services from a supplier who may be an individual or organizational entity (Brammer and Walker, 2021). Procurement as a process is understood to involve sourcing (which constitutes of planning: needs identification and supplier selection), monitoring and evaluation (Van weel, 2020). It is a process of the acquisition of goods from a

supplier that has the capacity of providing optimum combination of entire life costs and related benefits with the sole objective being to meet the requirements of the customer. This process enables organizations to meet their needs for goods and utilities in a manner that achieves value for money on an entire life basis regarding the generation of benefits not only the organization but the society, economy and environment (PWC, 2020).

Sustainable procurement is about the process of purchasing goods and services that takes into account the social, economic and environmental impact that such purchasing has on people and communities. It is about considering what the products are made of, where they have come from, who has made them, how they are transported and how they are eventually disposed of. Sustainable procurement means taking into account economic, environmental and social impacts in buying choices. This includes optimizing price, quality, availability and also environmental life-cycle impact and social impacts linked to product/service's origin (PWC; 2020). Pressure from clients, governments and the public in both private and public sector entities has been unrelenting insofar as the adoption and implementation of sustainable procurement practices are concerned.

Organizations that practice sustainable procurement methods attain their objectives not within the realms of private cost-benefit analysis but within the context of maximization of net benefits for themselves and the broader community at large. In an effort aimed at achieving this thrust, these entities ought to incorporate extrinsic cost considerations into decisions together with the traditional conventional procurement criteria of price and quality (PWC, 2020). The considerations are divided as Environmental, Economic and Social and these are better known as the *triple baseline*. Areas that is important for environmental consideration includes the robustly efficient utilization of raw materials during the manufacturing process, pollution and waste and energy savings. Kennard (2016) highlights that the benefits to be accrued by an organization in adopting Sustainable Procurement Policy will be:

1. Control of costs through the adoption of a wider approach to whole life costing
2. Improvement of internal and external standards through performance assessments
3. The existence of a defined procurement strategy and the value outcomes - the improved social, environmental and economic impacts
4. Compliance with national and international sustainability standards and regulations to have a better understanding of risks in the supply chain

5. Contributes to the sustainable organizational strategy
6. better commercial/economic decisions from understanding of issues that impact on the procurement decision (whole life cycle)
7. Potential benefits in a long term relationship, innovation, better materials, alternatives, technical advice, emerging technologies
8. More 'sustainable' source of supply

The trend by practitioners within the procurement industry was to focus initiatives primarily on three dimensions, namely price, quality and time (Gunther, 2020). The modern dynamics of procurement resulted in the emergence of a fourth dimension, that is, sustainability. It has become important in modern era to manage the numerous social risks than ever before. To this end, the concept of sustainable procurement has thus gained prominent both in theory as a concept and practice. The WWF (1991) highlights that the reconciliation of the three pillars of sustainability, that is the environmental, social and economic demands as they aim to improve the quality of life for humans within the realms of the carrying capacity of supporting ecosystems. A robust analysis of available literature is indicative of the fact that research on sustainable procurement has focused on particular countries in the developed economies such as the United Kingdom, Sweden, USA, German and Spain (Hall, 2022).

Additionally most of these studies have investigated aspects of sustainable procurement in private sector organizations, typically with a focus on manufacturing industries and the environmental dimension of sustainability (Simpson, D.S., and Power, D.J.; 2015; Srivastava, S.K.; 2017; Svensson, G.; 2021; Waker, H., & Brammer, S., 2019). In contrast to available literature on the private sector organizations as observed by Waker and Brammer (2023), little research has been conducted sustainable procurement practices insofar as public sector organizations are concerned. The scholars avail a conceptual framework of the influences based upon the propensity to engage in sustainable procurement practices. The model highlights four (4) influences to the degree to which sustainable procurement is implemented in organizations: (1) familiarity with policies, (2) perceived inefficiencies/costs of policy, (3) organizational incentives/pressures, and (4) supplier availability/resistance.

### **2.2.2 Impact of tobacco contract farming practices on women beneficiaries of the Land Reform Exercise in Zimbabwe.**

Mazwi et al (2020) conducted a study aimed at exploring the growth of tobacco contract farming in Goromonzi and Zvimba districts insofar as land use patterns, accumulation power dynamics and livelihood outcomes. The scholars observed that the Fast Track Land Reform Program resulted in a massive boom in the tobacco sector. The scholars noted that this growth is distributed and varies across space and time. The study also focused on non-contract tobacco farmers. It emerged from the study that tobacco contract farming is affected by its own inherent structural issues. It is noted that a lot of farmers opted out of contract farming as a result of prices of the output that were low amidst high levels of indebtedness. However, the study makes the conclusion, based on observation, that many growers on contract realized more as compared to those that were non-contracted.

On the other hand, Shonhe (2022) postulates that tobacco farming has been at the epicenter of the Zimbabwean agrarian economy since the turn of the 20<sup>th</sup> century, eventually morphing into becoming the backbone of the settler economy. With the onset of the Land Reform exercise in 2000, tobacco farming in Zimbabwe thus far exceeded that which was generated by white commercial farmers in the 1990s. The study highlights that as of now, tobacco production in the country is being predominantly dominated by smallholder farmers with those on resettlement land proving to be important. The practice of tobacco farming in Zimbabwe is inherently supported by a plethora of buying companies, auction houses transporters and contract arrangements, and small-scale farmers are thus tightly connected to a global commodity chain.

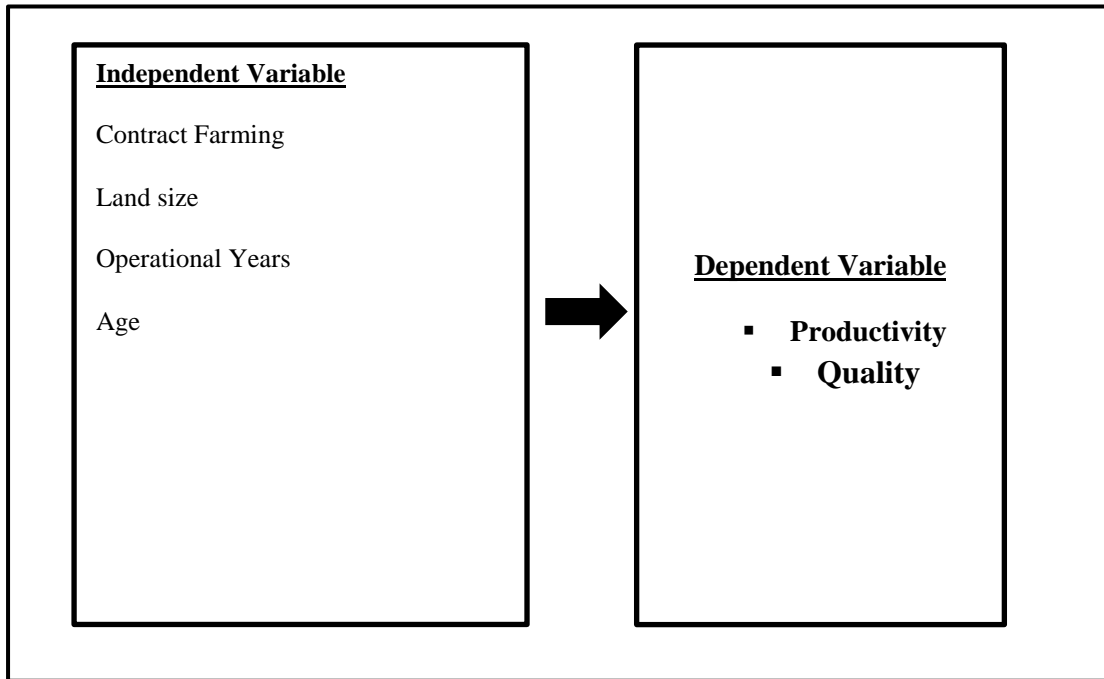
The study by Shone (2022) was aimed at exploring tobacco production in A1 resettlement schemes in Mvurwi area of Mazowe District in Zimbabwe. The study utilized a combination of surveys and in-depth interviews on a longitudinal time horizon from 2017 to 2019 inclusive. The purpose of the study being aimed at ascertaining winners and losers in the ever evolving dynamics of smallholder tobacco production within these land reform sites, looking at how different farmers combine tobacco with other crops and off-farm endeavors. A survey of 310 A1 famers within the targeted area examining patterns of accumulation and social differentiation, class and gender makes the conclusion that tobacco boom in Zimbabwe is remodifying the agrarian economy and its underlying social relations.

Jackson (1987) and Simon (2021) is in agreement with the view that smallholder farming in both communal and rural areas in Zimbabwe since the land reform has been defined more by the process of differentiation. Subsequent studies puts impetus on the consequences of the dynamics of accumulation and global capital via contracting arrangements (Sakata et al., 2022). In a study of A1 smallholder farmers in Mvurwi, four categories of farmers identified as accumulators, aspiring accumulators, peasant producers and diversifiers were noted, itself an affirmation that contract farming is important insofar as capital and wealth is concerned. This study placed maximum emphasis on Mvurwi which is a high potential farming area in Mazowe District. The study brought critical and pertinent points to ponder upon regarding the dynamic setting of tobacco farming in Zimbabwe. From analyzed literature, there is a clear and vivid depiction of the role played by tobacco contract farming within the economy regardless of the challenges being confronted by the latter at this juncture(Shone, 2022).

Numerous studies have been conducted on the subject that seeks to provide impetus into the role of contract farming and how sustainable procurement practices contribute towards effective performance by women. For instance, Dube et al (2018) conducted a study that relied upon primary data that was adduced through the application of a structured questionnaire. The sample that was used consisted of 100 smallholder farmers who all hailed from Makoni District, Zimbabwe. The skewness of the findings are worth pondering upon for it emerged that contract farmers contribute an average 1.6 times the number of bales sold by non-contract farmers yet realizing only 1.4 times higher. The same study was able to observe that tobacco farming remains the biggest source of income for farmers within Makoni District making a contribution of 74% of annual income. It was noted by the study through the usage of Tobit regression model that there is no significant effect of being a contract farmer on total household income. The major recommendation that emerged from this study was to the effect that there is need for the government and tobacco merchants to strengthen extension support services so as to increase incomes that sustain rural households.

### **2.3 Conceptual Framework**

The conceptual framework presented in Figure 1 predicts that the supply chain visibility will either positively or negatively flexibility performance in the cyclone hit area. The dependent variable is the flexibility performance and the independent variables are sub sections of supply chain visibility as indicated in figure 1.



**Figure 1: Conceptual Framework**

## 2.4 Research Gap

It is evident from researched literature that not much work has been conducted on role of women within the tobacco contract farming in Zimbabwe and how sustainable procurement practices can help augment their craft. The reviewed literature is slanted towards the tobacco industry at large with clear nuances of using literature adduced from a western perspective. Not much literature is written from a Zimbabwean perspective. This then shows that there is a gap that ought to be addressed, which gap is going to be addressed by the study.

## 2.5 Chapter Summary

Literature reviewed in this chapter indicated women are inherently excluded from sustainable tobacco procurement practices within the tobacco contract farming scheme in Zimbabwe. The results from literature analysis highlights that a lot needs to be done to ensure that there is a holistic involvement in the entire process. However, the literature that is available and requisite methodology and findings were not done or conducted from a Zimbabwean

perspective. This shows that there is a gap that exists in research from a Zimbabwean perspective. This identified gap, established through secondary data analysis embarked upon in this chapter, is what was addressed in the following chapters.

## **CHAPTER III**

### **METHODOLOGY**

#### **3.1 Introduction**

This chapter is going to highlight an outline of systematic procedures and related methodologies used to carry out the research in tandem with the objectives of the study highlighted in Chapter 1. The procedures include the design of the research, philosophy, paradigms, approaches and methods used with the sample selection process being explained along the way in an effort aimed at conducting an investigation of sustainable procurement practices within the farming sector in Zimbabwe with a focus on tobacco contract farming by women in Zimbabwe. It is of paramount importance to highlight that the section also focuses on ethical issues as adhered to during the study as they are important since they affect the quality of research. The chapter then culminates with a summary.

#### **3.2 Research Paradigm**

Saunders et al (2019) highlights that a research paradigm is a representation of entire belief systems premised upon the assumptions of ontology, epistemology, methodology and methods. The aspects are going to be explained below:-

- I. Ontology which can be referred to as what footings are to a house. These form the foundations of the study. It is imperative to realize that all researchers have assumptions that are implicit regarding reality, how it exists and can be known from it.
- II. Epistemology is concerned with the nature of knowledge and associated ontological systems of belief that guide the researcher during the research process.
- III. Methodology relates the critical study and analysis of techniques that produce data.
- IV. Methods represent specific ways and means of data collection and analysis such as through questionnaires and open-ended interviews.

There exist two approaches to the process of research which are the interpretivist and positivism paradigms. The positivist paradigm assumes that reality exist independently from humans. It is guided by laws that are immutable hence not susceptible to the senses of humans. The ontological position is that of realism (Saunders, 2020). Researchers using this paradigm seek to understand the social world as if it is the natural world. The assumptions they make are to the effect that there are specific laws that govern social phenomena through the application of relevant scientific methods. Cohen et al (2019) indicate that the researchers who use positivist methodology rely on conducting experiments through the formulation of hypothesis. The approach that is used for data analysis is deductive which then gets confirmed or rejected depending upon conducting statistical analysis. The formulated hypothesis is either confirmed or rejected in sync with results of statistical analysis. All this being done so as to be able to predict and construct laws and ascribe causality. Quantification is used to represent and analyze features of social reality (Patton, 2022, p. 134). . This study is predicated upon the positivist paradigm.

### 3.2.1 Research Strategy

Research strategy refers to a plan/approach that seeks to ascertain a certain goal. These are numerous steps that are taken by the researcher with the objective being to address the research question holistically. Research philosophy, approach, purpose, questions and objectives help guide choice of research strategy. The available research strategies, replete with the research designs that are linked to them are tabulated in Table 3.1 below:

Table 3.1: Research Strategies

Strategy	Design
Quantitative Research Design only	<ol style="list-style-type: none"> <li>1. Experiment</li> <li>2. Survey</li> </ol>
Qualitative Research Design only	<ol style="list-style-type: none"> <li>1. Archival Research</li> <li>2. Case Study</li> </ol>

Both Qualitative and Quantitative	<ol style="list-style-type: none"> <li>1. Ethnography</li> <li>2. Action Research</li> <li>3. Grounded Theory</li> <li>4. Narrative Inquiry</li> </ol>
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Source: Cooper, D. R., Schindler, P. S. (2018). *Business Research Methods (13<sup>th</sup> ed.)*. McGraw-Hill/Irwin.

The strategy to be utilized for this study is going to be explained below.

### 3.2.1.1 Survey

In accordance with the views and perspectives encapsulated by Bryman and Bell (2017), a survey can be explained as an extremely cost effective methodology of gathering data from respondents from where they are readily willing to give responses to questions posited to them which questions might be intrusive, personal and extremely sensitive. This kind of research strategy moves hand-in-glove with the deductive research approach and frequently is made use of in exploratory and descriptive research studies. As a result of the usage of questionnaires, these surveys are extremely easy to explain and understand to respondents who are participating in a given study. The data that is used for embarking in survey research is gathered from structure interviews. This data is collected and analyzed through the usage of descriptive statistics. Saunders et al. (2019) highlights that samples that are utilized when conducting surveys have to be representative of the entire population.

### 3.2.1.2 Research Strategy to be adopted for this Study

This study adopts the quantitative research design' survey approach. This survey will be conducted through the deployment of a Likert Scale type of questionnaire to respondents with data generated being analyzed through the usage of MANOVA.

## 3.3 Research Design

By way of definition and as noted by Saunders et al. (2020), research design is a plan, a framework that is used when conducting a study and it is used as a guide in the collection and analysis of data. Cooper and Schindler (2020) are of the view that a research design is a blueprint that is used for the satisfaction of research objectives and subsequent addressing of the research questions. This research design consists of clear objectives as emanating from

the questions of the research. Research design is categorized as explanatory, descriptive and exploratory.

### **3.3.1 Research Design to be adopted for this study**

In light of the above explanations this research study adopted the descripto-explanatory study design.

### **3.4 Quantitative Research Approach**

There are three types of research approaches which can be identified as deductive, inductive and abductive approaches (Saunders, Thornhill and Lewis, 2020). Quantitative research is deductive and is concerned with the quantification of data with the objective being that of addressing objectives of the study. Quantitative research makes use of large samples and structured data collection procedures. The main idea behind quantitative research being to ensure that the social world is measured in an objective manner, hypothesis tested and hence having the ability to predict, test and control the behavior of humans (Vos, Strydom, Fouche and Delpont, 2022: 79).

### **3.5 Population**

According to Shukla (2022), the research study is premised upon research objectives. This is due to the fact that objectives enable subjects to be studied directly and indirectly. By way of definition, a population is a group of all units where findings of the research can be applied. It is a set of units that possess characteristics that can be generalizable for the study. The population for this study therefore, is finite and homogenous, including views and perspectives of women in tobacco farming in Zimbabwe.

### **3.6 Sample**

When working and conducting a study, a researcher must strive to work with a sample that is representative of all variables that are meaning for the study. This is so since working with a sample is better than conducting a census due a lot of budgetary and time constraints. Shukla (2022) suggests that a sample when used in a research study leads to increased accuracy as opposed to the adoption of a census. This makes it possible for the researcher to be in a position to focus on smaller number of cases from where to collect data from giving him more time to design and pilot the data collection methods. In line with the foregoing explanations thereof, this study is going to focus on 100 respondents. According to Shields and Twycross (2018), there are two types of samples that are used when conducting research with the most common being representative sample.

A representative sample allows findings of the research to be extrapolated to the wider population. This study uses the probability sampling technique in which the likelihood of a person or event to be selected is known. A representative sample is important for this study due to the issue of generalizability of the research findings. The generalizability for this study is going to be adduced through ensuring that all elements within the indicated target population has an equal chance of being selected for inclusion in this study. This is known as random selection. Saunders et al (2019) indicates that random sampling is the core principle behind probability sampling. It allows the researcher the ability to estimate the closeness of the sample and how it is representative of the population from which it was drawn. For random sampling, there exists what is known as the sampling error which is known as difference between results from a sample and the actual parameters of the population (Shields and Twycross, 2018). Table 3.2 below highlights the types of probability sampling techniques that are available and which shall be followed by a brief explanation of each before the researcher highlights the technique to be adopted for this study.

Table 3.2: Types of Probability Sampling Techniques

<b><i>Sample type</i></b>	<b>Description</b>
<b><i>Simple Random</i></b>	<b>A researcher selects, randomly, elements from a sampling frame.</b>
<b><i>Systematic</i></b>	<b>Researcher selects every <i>k</i>th element from sampling frame.</b>
<b><i>Stratified</i></b>	<b>Researcher creates subgroups then randomly selects elements from each subgroup.</b>
<b><i>Cluster</i></b>	<b>Researcher randomly selects clusters then randomly selects elements from selected clusters</b>

Source: Levering B. (2002). Concept analysis as empirical method. International Journal of Qualitative Methods, 1(1), 35-48.

### **3.6.1 Cluster Sampling Technique**

Cluster sampling is conducted when a researcher samples group of population elements, selecting these elements from within the mentioned groups. It works in stages and this introduces a possibility of error. This method is highly efficient (Holt and Gillespie, 2018). A

method known as probability proportionate to size (PPS) is used in instances where clusters are of different sizes. This is done through the recognition of the sizes of clusters by giving different chances of being selected based upon the size of the clusters giving equal chance of being selected regardless of size.

### **3.6.2 Sampling Technique to be used for this study**

This study will make use of cluster sampling technique. It is from this approach that 100 respondents will be selected for the study.

### **3.7 Instrumentation**

A Likert Scale questionnaire was used for this study as the primary research instrument for data gathering. This is a multidimensional scale that is made use of by researchers whenever they want to gather and collect data that is related to the attitudes and opinions of respondents in a research study (Saunders, 2019). This scale and research instrument is utilized by category of researchers when they are seeking to have a more nuanced and holistic understanding of views and perspectives regarding a phenomena. The Likert Scale is driven by the assumption that there is a linear relationship between strength and intensity of experience. To complement this assumption, the scale moves from an inherent level of total and unequivocal agreement to total and unequivocal disagreement whilst making the pertinent assumption that these attitudes can be measured.

#### **3.7.1 Characteristics of Likert Scales**

The Likert Scales are organized from topics that are general to those that are specific and which asks respondents to indicate their levels of agreement, approval or belief. The most significant characteristics are: -

1. The items have to be easily related to the answers regardless of the relationship between item and sentence.
2. These scaled items ought to have two positions that are extreme of each other whilst having an intermediate answer option serving as the graduation between the two extremes
3. There has to be a number of options from where the respondents chose choices from. The usage of more items enables the generation of enhanced precision in the results.

4. For reliability of the scale to be ascertained there is need to extend the ends of the scale with the 7-Point Likert Scale being said to reach the upper limits of the reliability scale
5. As a general rule, it is recommended to use a scale that is as wide as possible. Collapsing the answers into concise groups for analysis is encouraged

### **3.7.2 Advantages and Disadvantages of Likert Scale Questionnaires**

The advantage is that the method is universal and easily understood by a wide range of researchers. Responses to this method are easy to quantify making them easy to be subjected to computation for statistical analysis. Besides the mentioned advantages, the method makes life easier for the respondent due to the availability of a range of options from agree, disagree right through to staying undecided. These kinds of surveys are not time consuming and are an inexpensive method of data collection. However, this method also come associated with their disadvantages which are going to be explained below.

It is difficult to measure the distance between each response since they are availed in point scale hence making it insurmountable to measure the correct attitudes of respondents. To ensure that this is not going to be a major hindrance for this study, the researcher is going to analyze the results at a higher confidence level of 95%. There is a tendency by respondents to merely respond without taking an introspective look at the questions. To mitigate against this likelihood, the research instrument will have simplified research statements that will make it easier for a respondent to understand. In certain instances, due to issues to do with extremism, respondents have a proclivity to avoid answering certain questions. In this regard, and for this study, respondents shall be assured of their confidentiality as envisaged by the introductory letter which introduces the self-administered questionnaire attached as *Appendix B*.

### **3.7.3 Two way Multivariate Analysis of Variance (MANOVA)**

This study adopted MANOVA due to its advantages over the univariate Analysis of Variance (ANOVA). The analysis makes use of impact of tobacco women contract farming and how they have impacted tobacco companies in Zimbabwe as a response variable and influence of supplier development initiative on the quality of tobacco produced by women within the tobacco industry in Zimbabwe as a separate response variable. The calculations of MANOVA for this study is based on the matrix approach due to the fact that there are more than one response variables which can be identified as how the tobacco women contract

farming has impacted tobacco companies in Zimbabwe and influence of supplier development initiative on quality of tobacco produced by women within the tobacco industry in Zimbabwe. The independent variables for the study are sustainable procurement practices in Zimbabwe with the dependent variable being tobacco contract farming in Zimbabwe. The total sum of squares of and cross product matrix (SSCPT) is divided in terms of sum-of-squares and cross-products matrix (SSCPB) and within sum-of-squares and cross-products matrix (SSCPW) with the equation given below:

$$SSCP_{Total} = SSCP_{Between} + SSCP_{Within}$$

### **3.8 Ethical Considerations**

Saunders et al (2019) is of the view that before any form or kind of research study is embarked upon, a researcher ought to be certain that he/she will have access to the needed data and ethical issues that might be faced. This is due to the fact that business and management research studies, as is the case in this study, make use of human participants thereby making it inevitable that ethical issues will arise. It is because of this reality that this study embarked upon the following:

#### **3.8.1 Strategies for Gaining Access**

The purpose of this section is aimed at discussing strategies that are going to be implemented by the researcher when seeking to gain and obtain access. The researcher makes use of traditional methods of accessing participants participate in the semi-structured interview process. Participants are going to be availed with authorization letter from the Bindura University which is going to be attached as Appendix B. This letter shall bear purpose of the research together with the credentials of the researcher. Access shall be negotiated with targeted objects of the research so as to allow the researcher to have access to research participants. This will be done at each level, that is, physical, continuing and cognitive. The researcher, in an effort at gaining goodwill, will communicate own competence and explain the importance of the research in a coherent manner.

##### **3.8.1.1 Using existing contacts and developing new ones**

The researcher is going to make use of, and rely on, existing contacts within the tobacco contract farming and procurement sphere. The use of already existing contacts is advantageous in that they are well acquainted with the researcher thereby making trust issues secondary.

### *3.8.1.2 Providing a clear account of requirements for participants*

Saunders (2019) indicates that it is fundamentally important for a researcher in any study to avail a lucid report on what is expected of the participants before embarking upon the process of data gathering. Requirements must not be ambiguous for if they are then participants will be skeptical in participating in the study. An introductory letter addressing this concern shall be attached as Appendix B at the end of this study.

### *3.8.1.3 Overcoming organizational concerns*

The aspects that are listed below are identified by the researcher as key issues that concern many organizations when a study is being conducted:-

- Amount of time involved in the request for access-the less the better
- The level of sensitivity of the subject matter under investigation
- The level of confidence of the data and requisite anonymity required for the organization under investigation

## **3.8.2 Philosophical Perspectives to Ethics**

According to Saunders (2019), ethics are representative of standards that guide the standard of the researcher when conducting research. There are two main perspectives to ethics and these are identified below as:

1. Deontological view which generally is rules whose objective is to guide the conduct of the researcher. When one acts contrary to the aspirations of these rules, then no justification for such deeds exists.
2. Teleological view which perspective posits that the decision whether an act is justified or not has to be determined by consequences and not by a predetermined set of rules.

Strauss and Corbin (2018) highlights that these ethics are developed in an effort to overcome issues to do with ethical dilemmas which can arise due to numerous social norms

### *3.8.2.1 Ethical Perspective adopted for this Study*

This study is being conducted within the realms of satisfying the aspirations of the Master Degree Bindura University (BUSE). To this end, the researcher will adhere to set rules and regulations promulgated by the university on how to conduct research of this magnitude. Naturally, therefore, this study adopts the deontological perspective to ethics. Aspects that will be given impetus by the researcher include:

- Privacy of the respondents
- Nature of participation and scope of withdrawal of the respondents
- Informed consent needed to participate in the study
- Data confidentiality and anonymity of respondents of the study
- Management of data
- Safety of data and reporting of findings

### **3.9 Chapter Summary**

This chapter explained the methodology, quantitative, that is going to be utilized for this study. The chapter gave an in-depth appreciation of the steps that are going to be embarked upon by the researcher. The next chapter shall make a presentation, analysis and vivid discussion of data gathered during the deployment of the semi-structured interview guide which is going to be utilized as the research instrument for this study.

## CHAPTER IV

### DATA PRESENTATION & ANALYSIS

#### 4.1 Introduction

The purpose of this chapter is to present an analysis of the data that was collected during the fieldwork that was conducted. The main purpose of this research was aimed at conducting an investigation of sustainable procurement practices. Data that was collected for this study was pre-processed with the objective being aimed at eliminating that which was unwanted and unusable due to numerous factors, primarily the issue of ambiguity.

This data was then organized through ensuring that raw data was free from inconsistencies and any incompleteness that might ultimately have compromised its integrity. This process was conducted through scrutinizing the questionnaires so as to be in a position to detect and ultimately reduce errors and miscalculations from the data adduced from respondents. The remaining data was coded with the objective being aimed at establishing the possibility of accruing answers through assigning them numerical values. Having done this, it is important to highlight that these data was stored both electronically and in paper format. The data was tabulated and classified into samples bearing similar characteristics for ease of analysis. The mundane way of data presentation is through the usage of frequency tables which gives summary of data about a single variable (Bryman and Bell, 2019).

Descriptive analysis involved frequencies and percentages. Primary data was then analysed using the SPSS MANOVA technique and compared with existing literature gathered in Chapter 2 while standing guided by the research objectives that were set Chapter 1. Data is presented in graphs, charts and tables drawn from the SPSS MANOVA are accompanied by brief narrations and explanations.

## 4.2 Data Description

The purpose of this section, as comprehensively highlighted above, is to display data in a manner and way that makes it easier to be explained and interpreted easily. This is aimed at giving a description of the respondents of the study who happened to be the objects insofar as the attributes of gender, age and education is concerned.

### 4.2.1 Description of Respondents Characteristics

This study proves that the hypotheses proposed for this study were tested through targeting 1 entity with 100 respondents from the tobacco contract farming community together with interested stakeholders.

### 4.2.2 Gender of Respondents

The description of the gender of respondents who participated in this study is given, thus, as tabulated below:

Table 4.1: Respondents by Gender

No.	Gender	Frequency	Percentage
1.	Male	50	50%
2.	Female	50	50%
<b>TOTAL</b>		<b>100</b>	<b>100%</b>

Source: Data processed using SPSS version 28 in 2024

Based on the data presented in Table 4.1, it is evident that the researcher made a dedicated effort at ensuring gender neutrality by targeting equal number of respondents (50%) from each gender category.

## 4.3 Data Analysis

Table 4.4: Box's Test for Homogeneity of Variance-Covariance

Box's M	286.811
F	6.285
df1	45
df2	329008.077
Sig.	.000

Table 4.4 above highlights that the Box's test of variance is significant with p-value= 0.05 at 5% levels of confidence and this can therefore be taken to mean there exists unequal variance. This therefore means that the Pillai's test is recommended for the interpretation of MANOVA output.

Effect		Value	F	Hypothesis df	Error df	Sig	Partial Eta Squared
Intercept	Pillai's Trace	0.990	125007.84 <sup>b</sup>	2.000	1175.000	.000	0.095
	Wilks Lambda	0.004	125007.84 <sup>b</sup>	2.000	1175.000	.000	0.095
	Hotelling's Trace	213.085	125007.84 <sup>b</sup>	2.000	1175.000	.000	0.095
	Roy's Largest root	213.085	125007.84 <sup>b</sup>	2.000	1175.000	.000	0.095
Type of quality	Pillai's Trace	0.013	2.249	6.000	2530.000	.025	0.05
	Wilks Lambda	0.987	2.239 <sup>b</sup>	6.000	2532.000	.025	0.05
	Hotelling's Trace	0.891	2.239	6.000	2530.000	.025	0.05
	Roy's Largest root	0.988	3.444 <sup>c</sup>	3.000	1160.00	.030	0.08
Type of yield	Pillai's Trace	0.001	3.774 <sup>b</sup>	6.000	2528.000	0.001	0.011
	Wilks Lambda	0.987	3.599	6.000	2524.000	0.001	0.009
	Hotelling's Trace	0.567	3.366	6.000	2520.000	0.001	0.008
	Roy's Largest root	0.689	6.777	3.000	1175.000	0.000	0.007
Type of quality *	Pillai's Trace	0.981	3.733 <sup>c</sup>	6.000	2528.000	0.002	0.011
	Wilks Lambda	0.011	3.699	6.000	2524.000	0.002	0.009
	Hotelling's Trace	0.851	3.222	6.000	2520.000	0.002	0.008
	Roy's Largest root	0.111	6.986 <sup>c</sup>	3.000	1175.000	0.000	0.007
Type of yield	Pillai's Trace	0.823	1.899	18.000	2528.000	0.001	0.011
	Wilks Lambda	0.333	1.788 <sup>b</sup>	18.000	2524.000	0.001	0.009

	Hoteling's Trace	0.234	1.399	18.000	2520.000	0.001	0.008
	Roy's Largest root	0.657	2.901 <sup>c</sup>	9.0000	1175.000	0.000	0.007

Table 4.5 above indicates that type of quality has significant influence on contract farming (p-value=0.025) at 5% level of significance. Through the usage of the same level of significance of 5%, type of yield has significant effects on output and quality by women in tobacco contract farming (p-value=0.002). On the other hand, the interaction between type and quality and yield do not have significant effect on output of tobacco contract farming by women in tobacco farming (p-value=0.001).

In an effort aimed at determining the effects of the two factors, there is need for univariate analysis of variance (ANOVA) to be conducted as is going to be depicted in table 4.6 below.

Table 4.6: ANOVA

Source	Dependent Variable	Type I Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	Type of quality	11310.001 <sup>a</sup>	15	760.065	2.660	.001	.032
	Type of yield	15799.004 <sup>b</sup>	15	1130.056	2.860	.001	.032
Intercept	Type of quality	455134.789	1	455134.789	16002.002	.000	.933
	Type of yield	411997.342	1	411997.342	9234.007	.000	.892
Sustainable Procurement Practices	Type of quality	2955.095	3	980.456	3.559	.019	.018
	Type of yield	4677.987	3	1511.073	3.333	.018	.017
Tobacco Contract Farming	Type of quality	5700.890	3	1873.456	6.513	.000	.015
	Type of yield	8567.999	3	2.707.444	6.397	.000	.015
Sustainable Procurement Practices	Type of quality	2823.789	9	331.564	1.131	.335	.008
Tobacco Contact Farming	Type of yield	4.876.987	9	512.997	1.211	.281	.007
Error	Type of quality	336789.987	1176	296.751			
	Type of yield	490218.765	1176	426.165			
Total	Type of quality	4801230.000	1192				

	Type of yield	4619878.000	1192				
Corrected Total	Type of quality	348488.217	1191				
	Type of yield	515619.888	1191				

The analysis of variance depicted in the above table indicates the existence of significant influence on sustainable procurement practices on type of yield and type of quality at 5% level of confidence with p-values of .019 and .018 respectively. There also exists a significant influence on type of yield and type of quality with significance of 0.000

#### 4.5 Regression results

The regression results were done using Ordinary Least Squares with the dependent variables and productivity and quality with contract farming as the main independent variable. The results are presented in tables 4.7 and 4.8.

Table 4.7: Linear regression model results with productivity as the dependent variable

VARIABLES	(1) Productivity	(2) Productivity	(3) Productivity	(4) Productivity	(5) Productivity
Contract Farming	0.161*** (0.072)	0.152** (0.678)			
Land size	0.102** (0.074)		0.092* (0.047)		
Years of operation	0.074* (0.046)			0.054* (0.090)	
Age	0.029** (0.063)				0.023 (0.084)
Constant	9.393*** (0.574)	8.4954*** (0.653)	8.253*** (0.452)	7.263*** (0.360)	9.373*** (0.536)
Observations	100	100	100	100	100
R-squared	0.671	0.673	0.703	0.753	0.484

Robust standard errors in parentheses

\*\*\* p<0.01, \*\* p<0.05, \* p<0.1

Dependent variable is Productivity

$Productivity = 9.39 + 0.16 \text{ Contract Farming} + 0.09 \text{ Land size} + 0.21 \text{ Years of operation} + 0.25 \text{ Age}.$

The main findings of the linear regression using quality as the dependent variable are shown in Table 4.7. A simple OLS regression was used to analyse the relationship between productivity and the dependent variables which are contract farming, land size, age, years of operation in the farming. As presented in table 4.7, the findings indicate a positive and significant relationship between productivity and contract farming. As shown in table 4.7 column 1, at 1 percent level of significance, contract farming positively affect productivity by around 16%. The results shows that is very important to improve productivity by promoting or implementing contract farming. These results are supported by many previous writers who found a positive relationship between contract farming and productivity, (Nguyen et al, 2015; Igweoscar et al, 2014; Khan et al, 2019).

Table 4.8: Linear regression model results with quality as the dependent variable

	(1)	(2)	(3)	(4)	(5)
VARIABLES	Quality	Quality	Quality	Quality	Quality
Contract Farming	0.092** (0.093)	0.068** (0.678)			
Land size	0.078*** (0.073)		0.094* (0.034)		
Years of operation	0.066** (0.037)			0.05* (0.053)	
Age	0.012 (0.383)				0.229 (0.034)
Constant	7.938*** (0.627)	7.048*** (0.654)	8.273*** (0.647)	7.384*** (0.623)	8.463*** (0.694)
Observations	100	100	100	100	100
R-squared	0.753	0.674	0.743	0.704	0.748

Robust standard errors in parentheses

\*\*\* p<0.01, \*\* p<0.05, \* p<0.1

Dependent variable is quality

$Quality = 7.94 + 0.09 \text{ Contract Farming} + 0.08 \text{ Land size} + 0.07 \text{ Years of operation} + 0.01 \text{ Age}.$

The main findings of the linear regression using quality as the dependent variable are shown in Table 4.8. A simple OLS regression was used to analyse the relationship between quality and the dependent variables, real time information, inventory management, communication and information, technology infrastructure, transport status and nature of organisation. As

presented in table 3, the findings indicate a positive and significant relationship between real time information and quality. As shown in table 4.8 column 1, at 10 percent level of significance, real time information positively affect response time by around 9%. The results shows that is very important to improve quality by improving the real time information. These results are supported by many previous writers who found a positive relationship between supply chain visibility and quality, (Nguyen et al, 2015; Igweoscar et al, 2014; Khan et al, 2019).

The data above as analysed during the conducted tests is indicative of the fact that the introduction of sustainable procurement practices has had an effect on tobacco contract farming by women who visited the Tobacco Auction Floors. These practices ought to be encouraged in an effort to boost productivity for women in contract farming insofar as those who were surveyed are concerned.

#### **4.5 Chapter Summary**

The chapter made use of the MANOVA test to analyse the impact and influence of sustainable procurement practices on tobacco contract farming by women who visited Tobacco Auction Floors. The next chapter is going to discuss the conclusions and recommendations to emerge from the study.

## CHAPTER V

### SUMMARY, CONCLUSIONS & RECOMMENDATIONS

#### 5.1 Introduction

This chapter is going to present a summary of the findings of the study and requisite conclusions and recommendations to emerge thereof based upon the data that was analysed in Chapter 4 of the study.

#### 5.2 Summary of the Research

This study was predicated upon the thrust aimed at conducting an investigation of sustainable procurement practices by tobacco contract farming women in Zimbabwe. It emerged from the study that sustainable procurement practices have had significant impact and effect on tobacco contract farming in Zimbabwe. The conclusions generated are driven by the need to achieve the aspirations of the objectives of the study which are listed below:-

- How has tobacco women contract farming practices impacted tobacco companies in Zimbabwe?
- What is the influence of supplier development initiative on the quality of tobacco produced by women within the tobacco industry in Zimbabwe?

These objectives of this study were tested by the hypotheses listed below:-

H<sub>a</sub>: Tobacco women contract farming practices significantly impacted tobacco farmers in Zimbabwe

H<sub>1</sub>: Supplier development initiative significantly influence tobacco produced by women within the tobacco industry in Zimbabwe

The background for this study was conducted through taking an analysis of sustainable procurement practices at the international, regional and national levels. The background of this research resulted in conceptualization of the statement of the problem where it emerged that most samples studied do not involved women and let alone are not conducted from a Zimbabwean perspective as most secondary sources are written from other contexts. Primary

data analysis conducted during literature review sought to ascertain already existing literature on the subject area wherein it emerged that not much literature had been written on the study under review from a Zimbabwean perspective which then became the gap that sought to be addressed by the study. The study utilized the quantitative research approach through the deployment of a Likert Scale questionnaire aimed at eliciting responses from respondents with the data being analysed by MANOVA.

### **5.2.1 The tobacco women contract farming practices impacted tobacco companies in Zimbabwe**

This objective was tested by the hypothesis below:

*H<sub>a</sub>: Tobacco women contract farming practices significantly impacted tobacco farmers in Zimbabwe*

The reconfiguration of the agriculture sector that occurred in Zimbabwe in the year 2000 as a consequence of the Fast-Track Land Reform Exercise completely altered financing opportunities and resulted in the increased participation of women in tobacco contract farming. With the agrarian revolution emerged an unprecedented wave of capital flight as erstwhile colonizers and landowners left the country in droves. This affected the tobacco financing model and thence resulted in the emergence of tobacco contract farming and increased participation of women in the contract farming venture. Mazwi et al (2020) agree to this logic by indicating that the wave of capital flight was followed by the imposition of sanctions on the country by the west. This diplomatic ostracization of the country resulted in the Chinese stepping in to fill the void left by the departing westerners, ultimately leading to, and resulting in the emergence of new financing models.

The participation of women in tobacco contract farming supported by both private and public companies increased exponentially after the agrarian reform. As noted by Hall et al. (2020), contract farming schemes emerge due to imperfections in the market environment that restrict or do not allow supply to be regulated by price signals that are normal. However, in Zimbabwe, the state plays a crucial role in promoting the role of women in tobacco contract farming and also in the regulation of arrangements within the private sector as envisaged by setting of prices, provision of regulatory framework for auction floors and establishment of state facilitated private financing. The role of women in contract farming in Zimbabwe is embedded with state-party political relations. This differs with a context where contract farming acts simply to connect farmers to agribusiness finance in a post-adjustment context

where state marketing arrangements have been withdrawn (Grosh, 1994; Kirsten & Sartorius, 2002).

Respondents were able to prove that there has been significant uptake in contract farming by women in tobacco cropping in Zimbabwe. Literature to the contrary of assumptions raised for this study is to the effect that contract farming triggers social differentiation, social and political contradictions and heightened indebtedness for women in Zimbabwe embarking in contract farming (Moyo, 2020). Respondents opined that there is a nexus between contract farming and conversion of women into becoming employees. By way of contrast, however, and as can be buttressed by literature analysis, contracting in Zimbabwe tobacco sector has offered financing and opportunities to women who previously did not have access to such financing privileges.

The study was able to prove beyond any reasonable doubt that the role of women in tobacco contract farming in Zimbabwe had effects on smallholder livelihoods and is dependent upon numerous factors, chief amongst them being political context that are historically defined and requisite patterns of differentiation amongst different categories of farming populations. Sustainable procurement practices insofar as tobacco contract farming by women in Zimbabwe is concerned enables women to be protected against the risks of being trapped in debt cycles for it is because of lack of inclusivity in the procurement process that tobacco contract farming contributes to poverty more than it benefits individual farmers and their families (Ellis et al., 2017). The specific problem afflicting tobacco contract farming participation by women in Zimbabwe is absence of inclusion in the sustainable procurement process. Thus, a knowledge gap exists as to what must be done to ensure that women tobacco contract farmers are not excluded from the value chains in Zimbabwe. It is evident that despite the studies done on the negative impact exclusion of women in tobacco contract farming and sustainable procurement processes in Zimbabwe, a good number of contract farmers are surviving off it. Some publications offer hypothetical solutions regarding what might help women overcome barriers being involved in sustainable procurement practices within the tobacco contract farming paradigm (Hall and Cliffe, 2019). However, most samples studied do not involve women and let alone are not conducted from a Zimbabwean perspective as most secondary sources are written from other contexts.

H<sub>a</sub>: is accepted

### **5.2.2 The influence of supplier development initiative on the quality of tobacco produced by women within the tobacco industry in Zimbabwe**

This objective was tested by the hypothesis below:

*Supplier development initiative significantly influence tobacco produced by women within the tobacco industry in Zimbabwe*

The study was able to ascertain that the contract farming system that within the tobacco industry in Zimbabwe is influenced by special forms of supplier development initiatives. Farrington (2017) postulates that as a strategic management approach, supplier development involves the identification and selection of suppliers who have the ability to make adjustments and improvements in terms of performance for the ultimate benefit of the buying firm. This then follows that the production by women in contract farming in Zimbabwe of a cash crop such as tobacco has to be complemented by the provision of extension advice, mechanization, seeds, fertilizers and other pertinent requirements and implements. It is due to this importance that even the National Development Strategy 1 (NSD1) identified a boost in tobacco yield as a key priority area as the country moves to ensure the establishment of an US\$8.3 billion agriculture economy by the year 2025.

Tobacco sourcing has traditionally been conducted through the medium of the auction system even before the colonial era up until 2004 when the government, as the regulator, decided to introduce the aspect of contract farming. Mazwi (2020) explains that the auction system is defined by issues of bidding where tobacco merchants are pitted against each other regarding quantity, pricing and delivery. This auction system is afflicted by a lot of uncertainties regarding numerous buyer-supplier metrics. Evidence of this can be seen if one considers imprecise production quantities, purchase prices that are unstable, unreliable and questionable quality standards and erratic delivery schedules (Ncube, 2020). The study was able to indicate the existence of supplier performances of women in contract farming within the tobacco in Zimbabwe through an evaluation of key performance metrics such as cost performance, quality performance and delivery of performance. While contract farming is exponentially becoming the sourcing method of choice in the tobacco industry no systematic efforts has been made to assess whether it leads to improved buyer and supplier performances. This leads to the main objective of this study which is to determine the effects of contract farming on women in tobacco in Zimbabwe as a supplier development initiative on buyer and supplier performances.

H<sub>1</sub>: is accepted

### 5.3 Interpretation of findings

The premise, from a theoretical perspective, of this study lay in the Stakeholder and Institutional Theories as they sought to evaluate the nexus with existing literature on sustainable procurement within the context of tobacco contract farming in Zimbabwe. It is important to observe that stakeholders are motivated in issues of management of sustainability within inter-organizational relationships where the firm is inherently viewed as a unit of analysis that was unsatisfactory (Walker, 2020). Insofar as stakeholder thinking is concerned, relationships do not occur within the context of dyadic ties but as a network that consists of influences with multiple stakeholders (Rowley, 2017). This perspective resonates with interest in spanning of boundaries extending beyond the boundary of the firm.

It is important to realize that stakeholder consideration plays a role that is integral to the planning process and the ‘sociology of technology’ where achieving change in the supply chain. The change in relationship between internal and external stakeholders is attributed as the source of turbulence within the business environment (Freeman, 1984). The diversity of ST and its facility for identifying and prioritizing conflicting requirements has rejuvenated interest in the literature particularly in the context of the possibilities of collaborative implementation of sustainable supply chain scenarios (Matos and Hall, 2017; Darnall, 2018; Kovacs, 2018). Linking this perspective to results of the study, one can indeed observe that sustainable supply chain interventions are inherently crucial for tobacco contract farming by women in Zimbabwe for they have a direct effect and influence on output.

Scholars have availed perspectives of the institutional theory through the explanation of the economic and sociological roots of the perspective within the context of operations dealing with supply chain management (Kauppi, 2023). Institutional research is predominantly focused on how entities face uncertainty within the external environment. Meyer and Rowan (1977), for instance show that environmental networkers are able to instigate changes that are institutional at the societal level regardless of their additional business interests. As a result of a systematic literature review it can be observed that a significant proportion of sustainable purchasing and supply management papers adopt predominantly Stakeholder and Institutional theories as their primary perspective.

In comparison, relatively few papers over the past decades rely on other theoretical perspectives, despite the interaction approach being ideally suited to the study of this rapidly

growing research area. This finding leads us to conclude that available theories represents both an opportunity and ‘missing link’ for sustainability researchers seeking in future to understand firm interaction in a network environment. Many papers adopt no dominant theory at all, apart from general supply chain management literature, whilst others combine multiple theories: typically Stakeholder and Institutional theory, as a means of increasing the potential for inter-organizational sense-making and explanatory power.

Quantitative results from this study, tested through the application of MANOVA, revealed the existence of a significant relationship between sustainable procurement practice and output by tobacco contract farming women in women surveyed at the Tobacco Auction Floors. Precisely, sustainable procurement practices mediated a significant relationship between sustainable procurement practices its effect and impact on the productivity by contract farming women within the sector. Notably, a significant improvement between impact and effect on output was noted after analysis. By implication from the MANOVA tests, it can be deduced that sustainable procurement methods are directly related to and with improved yields by women doing tobacco contract farming.it therefore can be deduced that the two theories utilized for this study relate to this study.

Evidence from secondary sources interacted with during the literature review stage of the study reviewed that a contract farmer does not have a significant effect on the share of tobacco income to total household income. The factors that significantly and positively influence the share of tobacco income to total household income are gender of the farmer, access to extension on tobacco production and marketing, being a full-time farmer, total cropping area, farmer having attained at least secondary education and individual land tenure.

The tobacco boom in Zimbabwe’s smallholder areas, which has been dramatically accelerated by land reform across A1 farms in the higher potential regions such as Mvurwi, has therefore resulted in opportunities for accumulation for some but not for others. The result is that complex patterns of social differentiation have emerged, with class, gender and age intersecting. This is a highly dynamic setting, influenced by the broader challenges of the Zimbabwean economy. Available literature clearly demonstrates how tobacco as a commercial crop can have diverse influences, depending on how it is incorporated into farming systems, how its production is financed, how and where it is marketed and how it is combined with other crops (notably maize for food) and other income-earning opportunities on- and off-farm (Shone, 2022).

Jackson (1987) and Simon (2021) is in agreement with the view that smallholder farming in both communal and rural areas in Zimbabwe since the land reform has been defined more by the process of differentiation. Subsequent studies puts impetus on the consequences of the dynamics of accumulation and global capital via contracting arrangements (Sakata et al., 2022). In a study of A1 smallholder farmers in Mvurwi, four categories of farmers identified as accumulators, aspiring accumulators, peasant producers and diversifiers were noted, itself an affirmation that contract farming is important insofar as capital and wealth is concerned. This study placed maximum emphasis on Mvurwi which is a high potential farming area in Mazowe District. The study brought critical and pertinent points to ponder upon regarding the dynamic setting of tobacco farming in Zimbabwe. From analyzed literature, there is a clear and vivid depiction of the role played by tobacco contract farming within the economy regardless of the challenges being confronted by the latter at this juncture(Shone, 2022).

Numerous studies have been conducted on the subject that seeks to provide impetus into the role of contract farming and how sustainable procurement practices contribute towards effective performance by women. For instance, Dube et al (2018) conducted a study that relied upon primary data that was adduced through the application of a structured questionnaire. The sample that was used consisted of 100 smallholder farmers who all hailed from Makoni District, Zimbabwe. The skewness of the findings are worth pondering upon for it emerged that contract farmers contribute an average 1.6 times the number of bales sold by non-contract farmers yet realizing only 1.4 times higher. The same study was able to observe that tobacco farming remains the biggest source of income for farmers within Makoni District making a contribution of 74% of annual income. It was noted by the study through the usage of Tobit regression model that there is no significant effect of being a contract farmer on total household income. The major recommendation that emerged from this study was to the effect that there is need for the government and tobacco merchants to strengthen extension support services so as to increase incomes that sustain rural households.

#### **5.4 Discussion on limitations of study**

The study sample was restricted to just one entity and participants who visited it. This restricted the scope and dimension of the results making it impossible for them to be replicated elsewhere. The selection criteria of participants for the research were not inclusive since the objective was to choose respondents with knowledge as to the intricacies and dynamics of tobacco contract farming in the country. The study used mono-method, focusing solely on quantitative research. A more holistic triangulation approach suffices as this

enables, in instances of unstructured interviews, for further probing on grey areas to be conducted whilst allow for the noting of non-verbal cues and areas of discomfort. Structured interview guides do not avail such an opportunity.

The researcher faced some constraints during the duration of this study. To start off with, the majority of the respondents seemed not to be giving due attention to the process of answering to the questionnaires. Respondents were scattered in different areas making coordination difficult. Some respondents required to be paid for them to participate in the survey, highlighting that information comes at a cost. However, this challenge was minimized by asking the respondent not to indicate their name on the research instrument as well as assuring them that the research will only be for academic purpose.

### **5.5 Discussion on future directions of research/field**

There is need to conduct further research on the impact of women in tobacco contract farming in Zimbabwe. This research is of significant importance in an effort to ascertain and establish how women in contract farming have contributed towards the tobacco farming in Zimbabwe. The literature review conducted for this research was able to show the reality that literature on the subject under investigation is written from a western perspective with the Zimbabwean elevation being conspicuous by its absence. This shows the abundance of research gaps which need to be filled via a process of inquiry meaning that subsequent generations of researchers can have a comprehensive look into the subject again.

Based on the findings of the research, it thus can be recommended that the government and, to a larger extend, the private sector, must come up with synergies aimed at enhancing participation of women in tobacco contract farming within the country. Poverty is sexist and has an uncanny habit of targeting the vulnerable categories of the society, especially women. It therefore is natural that initiatives aimed at empowering the girl child must be given due impetus it deserves. A database of the number of women involved in tobacco contract farming in the country must be conceived and research on how they can be supported conducted in an effort aimed at ensuring poverty alleviation.

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## **SECTION A: DEMOGRAPHICS**

Dear Respondent

Re: SERVE A QUESTIONNAIRE FROM YVONNE MADZINGA

The researcher is a student undergoing a Master of Science in Purchasing and Supply Chain Management Degree at the Bindura University of Science Education (BUSE). The student is presently conducting an investigation running under the title: **INVESTIGATING SUSTAINABLE PROCUREMENT PRACTICES IN FARMING. A CASE OF TOBACCO CONTRACT FARMING BY WOMEN IN ZIMBABWE**. You have been selected as one of the few respondents who have been deemed to be capable of assisting in responding to the attached questionnaire. You are kindly requested to take ten (10) minutes of your time to respond to the questions and return it to the researcher by immediately after completing it. This research is being undertaken purely for academic purposes only and your responses will not be disclosed to any third party without your permission. Your report will be treated with the strictness of confidence as no name will be written to disclose the identity of the respondent. Should you have any queries or concerns or clarifications that you wish to raise about this report, please do not hesitate to contact the researcher on +263 772 933 562.

Thank you in anticipation for your assistance

Regards

**YVONNE MADZINGA**  
**STUDENT # B226725A**

### **SECTION B: Interview questions**

**MAIN OBJECTIVE:** To assess how tobacco women contract farming practices impacted tobacco companies in Zimbabwe

**SPECIFIC OBJECTIVE:** To determine the influence of supplier development initiative on the quality of tobacco produced by women within the tobacco industry in Zimbabwe