

RETAILING AT CROSS ROAD: GREEN RETAILING A NEW PATH

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ABSTRACT

Retailing business needs to be sustainable. Retailing is one the oldest and most accepted business across the country. Total number of retail shops in India are higher than total number of retail shops of USA and UK combine. Green retailing refers to performing of all retailing activities which are least affecting to the environment. Green operations and Green Product adoption by green retailers is need of an hour. Change in the attitude of retailer towards various green practices change attitude of consumers. Green consumers in the initial stage of acceptance of concept of Green Retailing can work as influencer. Green retailing need little conversant of the retailing practices and create positive impact on environment. Green atmosphere within the green store can create positive image amongst potential consumers of such stores. Green delivery by such green store can attract more consumers. Green retailing can bring huge impact in the environment as the industry having footfall of 12000 million. Green retailing practices may impact positively environmentally even if organized retail sector adopts it. The current paper suggests several green retailing initiatives with reference to service marketing mix of retailing. Current Research work has adopted explorative research design.

KEYWORDS: *Green Retailing, Green Consumer Behavior, Green.*

Introduction

Retailing one of the oldest profession in the world. Retailing is one the essential business format for consumer across the world. According to FICCI retailing is contributing 22% in Indian GDP as well as provides employment to 8% population. Retailing is a sector having highest footfall across all the industries. And in case of grocery retailing frequency of visits is also very high. According to BCG and Trai report organised retailing is growing at 21% and Traditional Retailing is growing at 10% during 2015-2020. According to PWC retailing industry analysis there are total 429 million house hold sin India and if we consider that even one person goes to the retail outlet at least 30 times visit to retail stores in the nearby organised and unorganised store. This come to total footfall of more than 13000 million footfalls in the retail stores of the country. Such a massive footfall can create significant carbon emission collectively. This leads to adaptation of green retailing in India.

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Literature Review

Sinha, Chaudhary and Dhumes (2014) are of the opinion that green retailer can have first mover advantages by adopting practices of recycling, labelling, store design, energy management and promotion and reward.

Kumar (2013) has observed that environmentally sensitive consumers can adopt green retailing concept quickly. According to researchers there are total nine different groups of consumers who prefer multiple green retailing practices. Researcher has emphasised on the interaction between green consumers and green retailers for bringing more fruitful and effective green retailing practices. This practices enables green marketers to know need of consumers. Over and above such consumers will becomes more serious for sustainable consumption.

Sarma (2020) has examined attitude of 250 consumers towards green retailing practices and purchase intention from green store. Researcher has experienced that there is very strong relationship between customer attitude, environmental consciousness, appearance consciousness and health consciousness on green retailing concept adoption. Over and above high price and limited availability of green items hampers consumers in adoption of green product. Researcher is of the opinion that of green marketing is still a modern phenomenon.

Research Framework

We have adopted explorative research design. On the basis of various practices in the retailing sector in India and abroad we have suggested green practices in the retailing. Green retailing practices mentioned are suggestive in nature and experimental one also. Different types of retail outlet's may adopt such practices after required modifications. Current research work is carried out with intention to explore different green practices either at organized retail sector or even at small retail outlet.

Green Retailing Practices

Conventional retailing is indirectly harmful the environment or nature. One need to develop alternative retailing practices which are environment friendly or lease adversely affecting to environment.

Green Product

Retailing is a service under which one makes an attempt to sale products in smaller quantity to individual consumers. Retailer is working as connecting point between marketer and consumer, if such connecting point emphasis of green product then it creates great impact. Following green initiatives can bring change to great extent.

- **Special Green Product Zone**

Retailer is manufacturer or marketer of Green Product but can Promote Various Green Product through its store. Generally, organized retailer need to develop whole one Green Product section. Such section contains all the green products of market with Green Product's international signage. Cent percent genuine green product need to be presented in such section. For example, Boutique range of cosmetics with recycled plastic. Such products are not using any chemical in the ingredients of the cosmetic products. Similarly, pure non-toxic disinfectants can be kept in the Green Product Zone. Over and above one can prefer to promote products produced in the nearby area only. Products manufactured nearby having low carbon footprint as compare to long distanced manufactured product. Over and above if such policy has been adopted by organized retailers then at that time one promote local employment also. Thus over all local economy can be promoted through this way.

- **Green Packing and Packaging**

Packing is most integral part of product. In the retail stores grocery is available in the pack of 500 or 250g or even smaller size but all are in plastic packing. Replacement of such plastic packing is need of an hour. If one makes changes in packing of groceries in third grade recycled paper or plastic compulsorily and adopted by if 20% of population adopt such eco-friendly packing from Organized retailers, then also we can create very big impact in the environment and can Plastic and Paper both.

- **Card Box Packing**

Packing is outer layer of the product and packing is packing of all the products purchased by the consumers. At present in India we used to use plastic or polythene bag to carry products or merchandise from the store to the home. Instead of such one need to develop recycled card board boxes having higher capacity of carrying products conveniently. Card box adoption may take some time but it can reduce use of plastic to great extent

- **Green Product Awareness Programme**

Green products are equally effective as to other products. However, consumers have a myth about lower performance or ineffectiveness of green products as compare to conventional products. Such myth need to be removed from the mind of consumer through effective and powerful “Green Product Awareness Programme” inside the organized retail store as well as outside the store. Such effective programmes are very useful changing attitude of the consumers towards green products and Green Products Zone sin the organized retailers place. One should endorse concept of green product through its present users. The trust level is always high in case of actual user’s endorsement claim.

- **Conventional Carry Bag**

Organized and Unorganized retailers can emphasis on our conventional cloth bag for carrying purchased merchandises. Conventional cloth bags need to emphasized for the carrying products from the stores. This concept must have adopted with the help of NGO group. NGO group need to collect wastage of cloth from various places and with the help of technical guidance of designer one need to prepare cloth bags for retailers with their Brand name. Such efforts reduce usage of paper as well as it provides employment to many tailors through CSR initiatives.

Green Price

- One of the most innovative change is to adopted in the retail sector is Green Price. Many options are available for the retailers under this P of marketing. One may go for third stage recycled paper for the billing purpose. This will lead to reduction of usage of fresh paper.
- Over and above many retailers may ask for use of mobile application to buy products and bill of merchandise purchase may be given in digital form itself. This leads to no use of paper at all.
- Online bill payment can easily reduce usage of currency as well as usage of credit card swiping bill paper also.
- Price display on the products or on the product lines need to be with the help of thick decorative recycled card board. This makes price tag attractive and eco-friendly both at a time.

Green Place

- One can’t make place of retail outlet green but one can easily change the form of energy used for running the retail store. Hence retail operations are required to be fuelled with solar or renewal energy.
- Chillers Coolers are required to be run on the solar energy. This reduced conventional electricity consumption to great extent. Over all consumption of coals will reduce and clean energy generation and consumption can be promoted.
- Green walls concept need to be adopted at the outside of organised retail stores. This will generate more oxygen and reduce carbon footprint level of operations. Per visitor or per employee net carbon foot print can be reduced. Over and above pure oxygen can be provided to the visitors inside the store. Plants inside the store can also contribute for the same.
- Requirement of water for the Green wall need to be fulfilled with the water generated through usage of Air conditioners and chillers.
- Small Retailers need to acquire all equipment’s having energy efficient and replace conventional light with LED one. This lower emission efforts by small retailers can create huge impact as number of retailers are very large in the country.

Green Promotion

- Promotion is one of the most frequently executed function. One need to covert conventional promotion to the Green Promotion. Green promotion is most important activity.
- Eco-friendly promotion is low cost promotion also. Advertisement through cycle will be more effective as the display board will be against potential consumers for longer period of time.
- Solar street light and lighting board need to be used for the promotion of the product. It saves carbon emission to great extent. LED lighting board looks more attractive and catchy.

- Print media or leaflet advertisement should be made with third stage recycled paper. If one adds separate third grade recycled paper in the newspaper advertising or promoting retail store will effective and economical also.
- Local municipality should develop following type of lighting for advertising as well as for lighting during night. Ahmedabad Municipal corporation has adopted following solar advertisement board and street light both.

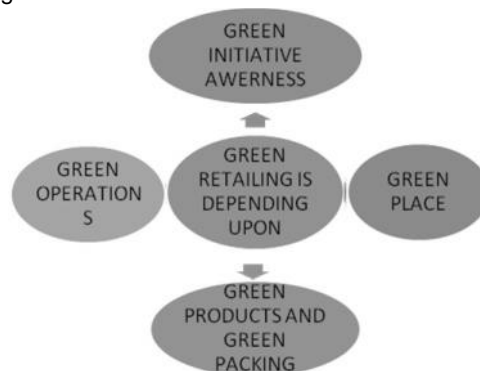


Green Process

Retailing is service. One need to make service greener or less harmful to the environment. Following selective action in the operations can help in making environment more green.

- Use of artificial intelligent in lighting in the department store. The places where there are no customers for more than certain minutes then its lights need to be off with the help of sensor.
- Make bags and receipts optional amongst customers or visitors of store can be great help in saving paper.
- Use of energy efficient equipment only. Energy start five equipment's can save energy to great extent.
- Efforts of store to make environment more clean or reduce the usage of pure water or paper need to be displayed on solar energy based LED board on daily basis. This initiative can easily create great impact in the mind of customers inside the store. Their perception towards Green Retailing will be changed immediately. Over and above it also creates positive image about organization which own store.
- One may use wooden pallets for display of products inside the store. This will replace plastic pallets inside the store. One can make it more colour full also unlike black plastic pallet.
- Organised retail stores can provide very small place collection e-wastage of different electronic companies like Samsung, Sony etc. This way they are promoting other organisation's green initiatives.

Green Retailing Model is suggested as under.



Conclusion

Green retailing is comparatively new concept and in country like India. It is difficult to implement at cent percent. The concept having many limitations. Green initiatives require considerable investment. Green products and Green places can be adopted by the organised as well as unorganised retailers both. Adoptability of green practices by the retailers as consumers is necessary. Quick adoption by both the stakeholders of the industry in country is highly depend upon government policy also. However out of above mentioned many alternatives one may adopt selective and may reduce carbon emission impact.

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