Continue to be a Green Customer: A Study on Green Management & Sustainable Practices with Special Reference to Green customers in Retail Industry

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Abstract

Green Movement is becoming the buzzword of today's business world. Worldwide, most of the sectors have awakened to the ramifications of the environmentalism boom, resulting in high level public awareness of climate change and energy efficiency. Businesses across the world are developing green strategies and are working towards developing a low carbon landscape and undertaking efforts to optimize the carbon efficiency of existing products and infrastructure. The research has been conducted at different malls of Bhubaneswar. This research study includes 250 sample size and the study has been conducted to examine the green management practices in Retail Industry, choices of customers regarding green management practices, reasons for using green products, preference of sources from which the companies can purchase green products and perspectives of customers regarding green management.

Introduction

Green management is all about awareness, which indicates environmental, health & safety guidelines. The word "green" means positive vibes towards our environment. According to Sam Ashe-Edmunds "small business that go green save money & improve their corporate images. Switching to an eco-friendly office , plant , store or products can temporarily decrease your profits

& reduce productivity, but small business can make green changes much faster than large corporation, limiting the impact to a relatively short period. Balancing the way you go green minimizes the disadvantages & maximise the benefits of improving your carbon footprint in your community".

Green business means eradicate the negative impact on the global, community, society then triple bottom line which means businesses must pick up three elements for the sustainability to help the society achieve the interlinked goals of environmental protection & social equity and the most important factors of triple bottom line are planet, people & profit then sustainable Business which means careful usage of resources by businesses , communities & citizens.

In India the retail industry is one of the most sunrise sectors in the economy. India is said to be one of the largest emerging market, due to its population over 1.3 billion. India is one of the largest economies' in the world in terms of purchasing power and has a strong middle class base of 400 million populations. The main functional areas of green retail organization include Retail supply chain, Customer facing component and Facilities and infrastructure.

Now a days, Customers are more and more worried about environment and their health. Consumers are very much conscious about their environment as well as communities so retailer should look after their needs by adopting green practices.

Review of Literature

In today's marketplace, retailers face growing consumer concerns about climates and how best to protect environment. Ranjith kumar N. & Sakthivel R. (2015) studied the objective of retailing industry is to maximize the wealth of all its stakeholders. In pursing this endeavour of wealth maximization, it tries to maximize the profits. The main intension was that maximise the profit of mass customer base by offering them quality goods and services at an affordable price. It has become difficult for these retailers to survive in the present scenario solely on the basis of marketing mix elements, and to make available the

right merchandise mix for different segments of the consumers', retailers needs to keep the prices on lower side and inform their customers about their efforts regarding lower prices and their concern for other issues like environment and corporate social responsibilities. Retailers need to have social responsibility of going green with respect to the products and services that are supplied by them to the customers. Packaging companies have developed more environment friendly packaging, which is recycled, biodegradable, reusable and less bulky in recent years.

Ninlawan C., Seksan P., Tossapol K., and Pilada W (2010) research aims to survey current green activities in computer parts' manufacturers in Thailand and to evaluate green supply chain management. Supply chain management is the coordination and management of a complex network of activities involved in delivering a finished product to the end-user or customer. All stages of a product's life cycle will influence a supply chain's environment burden, from resource extraction, to manufacturing, use and reuse, final recycling, or disposal. Beyond this, with adding the "green" component, it refers to green supply chain management .The main motto of them that to promote refurbishing and recycling through campaigns/ activities to raise reuse/recycle awareness in electronics consumption explore GSCM pressure/ driver within Thai electronics industry is used to obtain survey results. Then suggestions to develop GSCM in electronics industry are presented.

Dr. Chellam V.V. (2016) Increased urbanisation, amplifying disposable incomes and lifestyle changes of resident are changing are transforming malls into retail destination .Retail marketing is the process by which retailers promote awareness and interest of their goods and services in an effort to generate sales from their consumer. Retailing is the interface between the producer and the individual consumer buying for personal consumption. A retailer is one who stocks the producer's goods and is involved in the act of selling is to the individual consumer, at a margin of profit. A retailing is the last link that connects the individual consumer with the manufacturing and distribution chain. By using customer inside software, retailers can see how customer interacts with their brand and

integrate the customers experience across the channel. It is extremely important for companies to develop rightful and effective green product and marketing strategies which can eliminate the need for green washing and lead to greater profits and consumer assistance. A company that is honest and genuinely committed to sustainability can earn the respect and loyalty of consumers. Many retailers at the world level started for going green retailing.

Sinha R, Chauduri R, Dhumes (2014) studied method of selling goods and services. Retailing is the distribution process In which all the activities are involved in selling the merchandise directly to final consumer. Basically it refers to sale of goods and services from a point of purchase to the end user who is going to use the product. Green Retailing (GR) refers to the managing of retail business that care for the environment and takes advantage of environmentally friendly processes. Green practices have been adapted by most of the retailers having multiple effect of environmental pressure on consumers and suppliers. Retail industry plays an important role in leading production, promoting consumption and enlarging employment to promote the economic and social development. It is an activity that brings demand and supply together and links the production in the upstream to consumption in the downstream. The current rapid growth in the economy and the patterns of consumers' consumption and behaviour worldwide are the main cause of environmental deterioration

M. Alex Syaekhoni, Ganjar Alfianand, Young S. Kwon (2017) had implemented in the retail industry for marketing field, including green product promotion. This study aimed to propose a customer purchasing behaviour analysis as an alternative for supporting decision-making in order to promote green products in retail stores. The main thing of research is green promotion; green marketing; customers' shopping behaviour store analysis; clustering. Green purchasing refers to purchasing products that provide positive environmental benefits and avoiding products that harm the environment . A green product refers to a product that meets customers' needs without harming the environment and contributes toward attaining a more sustainable world.

In a more recent study, green image of retailers was found to influence store loyalty Yusof, Musa, & Rahman, (2011) The environment aspect of retailing has been much studied as one of the important initiatives of CSR. In fact, among other initiatives, environmental issues were among the most commonly reported by retailers, especially the food retailers. The increase in green consumerism and also regulations by the government, companies are enforced to incorporate the environmental agenda in their strategy.

Naidoo M, Gasparatos A, (2018) emphasized retailers are increasingly required to decrease the internal and external environmental impacts of their operations. To achieve this they progressively adopt different corporate environmental sustainability (CES) actions and strategies. Retailers are increasingly adopting environmental protection initiatives to improve their value chain operations and although there may be a combination of reasons, there is usually a primary motivation for companies to' go green'.

Sikri S & Ms Wadhwa D, (2012) emphasized Retailing is one of the pillars of the economy in India. Over the past few years, the retail sale in India is hovering around 33-35% of GDP as compare to 20% in the US. The Indian retail industry is the fifth largest in the world. The Indian retail industry is currently growing at a great pace and is expected to go up to US $ 833 billion by the year 2013 .In the last four years consumer spending in India has climbed up to 75%. Retailing is one of the biggest sectors and it is witnessing revolution in India. India's retail market is expected to grow tremendously in next few years. According to AT Kearney, The Windows of Opportunity shows that Retailing in India was at opening stage in 1995 and now it is in peaking stage in 2006. The first few companies to come up with retail chains were in textile sector, for example, Bombay Dyeing, S Kumar's, Raymond's, etc. Later Titan launched retail showrooms in the organized retail sector. The report highlights strongly underlying economic growth, population expansion, increasing disposable income and rapid emergence of organized retail infrastructure as major factors behind the forecast growth.

Research Methodology

A.   Objectives of the Study

1. To study the existing assessment of pedagogy in colleges.

2. To know the pedagogical methods used by academicians.

3. To study the teachers views related to Faculty exchange program, Collaborative teaching, Research oriented study and strategies for improvement of the students.

4. To examine the teachers' perspectives related to different pedagogy related tools & techniques.

B.   Motivation of the Research

1. Pedagogy is the crucial element in the learning of the students and it directly affects development of the students.

2. Pedagogy is related to teaching and it is the most imperative job in the world.

3. India lacks practical education.

4. The change in pedagogy is not in proportional to change in recent development in business, commerce and industry.

C.   Target Group & Target Area: Management and Commerce Academicians of Odisha

D.   Sample Size: 250

E.   Sampling Method: Convenience Sampling

F.   Data Collection Method

• **Primary Method**

1. Online questionnaire was designed for data collection from both Commerce and Management Academicians.

2. Online questionnaire link sent to E-mail Ids of the target groups.

3. In this study, LinkedIn is also used to collect the data as links were sent to the target group straightforwardly.

4. Snowball technique is also used to collect the data.

5. Experience and observation of researchers.

Link for Questionnaire

https://docs.google.com/forms/d/e/1FAIpQLS dgKiALQTPhRdGHf8yDYk-fXDw0_KG6neC7TOwn7mcTZCtbow/viewform

• **Secondary Method**

   Journals, Magazines & Internet

Data Analysis

Part A: Regarding Green Management Practices in Retail Industry

Figure 1 : Proportion of Green Management Practices in Retail Industry

Green Management Practices in Retail Industry

	I think retailers are following the green management... 1	I think prices of the green products are appropriate 2	I have seen separate dustbins for biodegradable & ... 3	I think the bill for shopping goods/ services should be sent as... 4	I think shopping malls are consuming more power & resource... 5	I think that the employees of the retail stores need... 6	I think shopping malls need to adopt more green... 7	I have seen the use of renewable source like solar energy ... 8
■ Mean	3.02	2.672	2.196	4.1884	2.64	3.88	3.74	1.932

Source : Table 1

Table 1: Distribution of Green Management Practices in Retail Industry

S. No.	Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean
1	I think retailers are following the green management practices in general.	63	30	20	123	14	3.02
2	I think prices of the green products are appropriate	20	51	56	73	50	2.672
3	I have seen separate dustbins for biodegradable & non biodegradable waste	18	33	33	62	104	2.196
4	I think the bill for shopping goods/ services should be sent as sms to mobile despite of wasting papers	125	87	12	12	14	4.188
5	I think shopping malls are consuming more power & resources as compared to departmental stores	44	25	44	71	66	2.64
6	I think that the employees of the retail stores need training regarding the environmental awareness.	104	66	44	18	18	3.88
7	I think shopping malls need to adopt more green techniques during construction of building & infrastructure	103	61	39	12	35	3.74
8	I have seen the use of renewable sources like solar energy & wind energy etc. in this shopping mall	11	16	32	77	114	1.932

Source : Primary Data

Inference: Figure 1 shows proportion of green management practices in retail industry, this graph depicts that the mean for retailers are following the green management practices in general is 3.02, the mean for price of the green products are appropriate 2.672, the mean for separate dustbins for biodegradable & non biodegradable waste is 2.196, the mean for the bill for shopping goods/services should be sent as sms to mobile despite of wasting papers is 4.188, mean for shopping malls are consuming more power & resources as compared to departmental storeis 2.64, the mean for employees of the retail stores need training regarding environmental awareness is 3.88 the mean for shopping malls need to adopt more green techniques during construction of building & infrastructure is 3.74 whereas the mean for use of renewable sources like solar energy & wind energy etc. in shopping mall is 1.932.

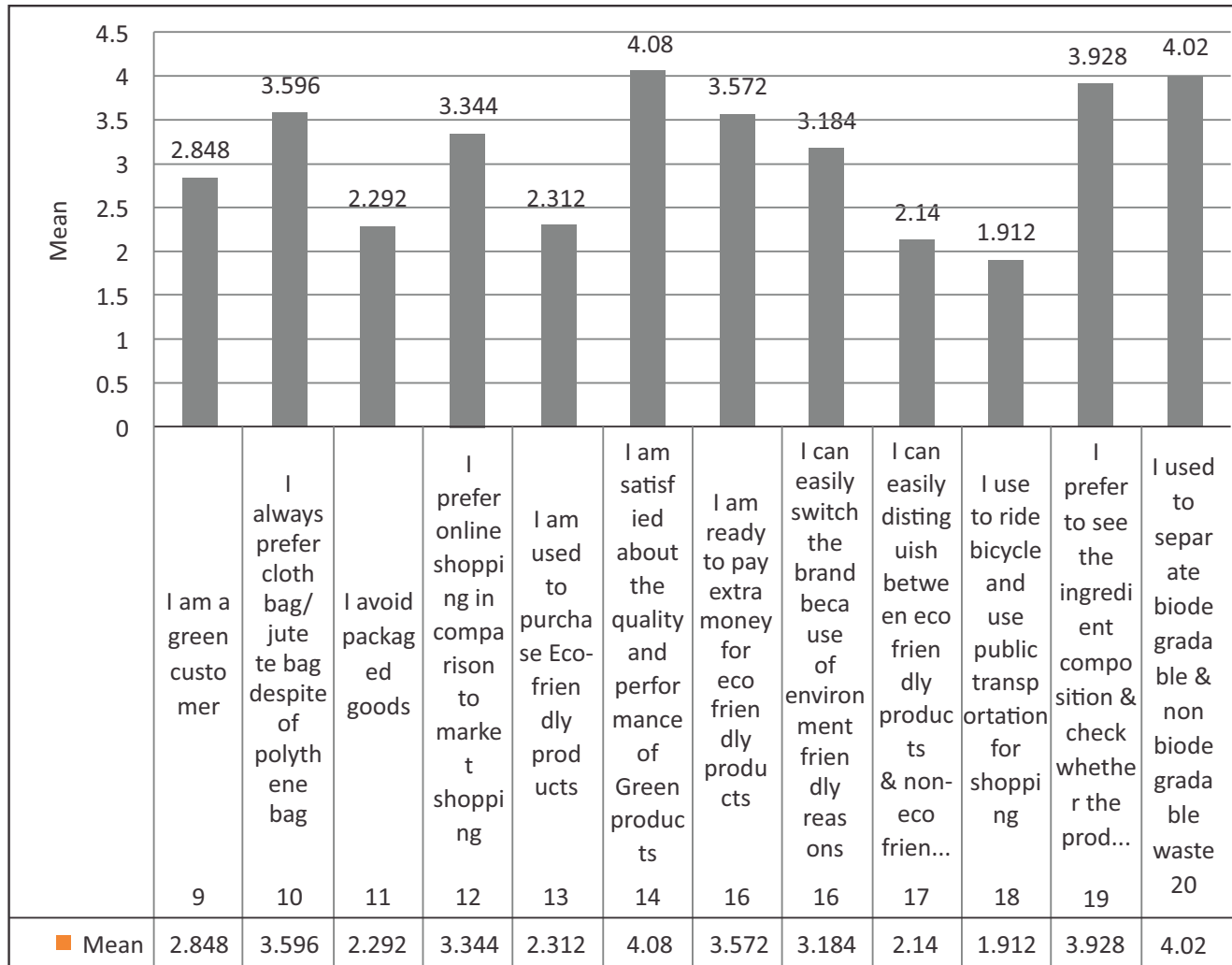**Part B: Regarding Choices of Customers regarding Green management**

Table 2: Distribution of Choices of Customers regarding Green management

S. No.	Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean
9	I am a green customer	53	32	25	104	36	2.848
10	I always prefer cloth bag/jute bag despite of polythene bag	58	81	71	32	8	3.596
11	I avoid packaged goods	32	26	38	41	113	2.292
12	I prefer online shopping in comparison to market shopping	68	63	39	47	33	3.344
13	I am used to purchase Eco - friendly products	13	37	24	117	59	2.312
14	I am satisfied about the quality and performance of Green products	116	73	38	11	12	4.08
15	I am ready to pay extra money for eco friendly products	117	32	12	55	34	3.572
16	I can easily switch the brand because of environment friendly reasons	55	72	32	46	45	3.184
17	I can easily distinguish between eco friendly products &non- eco friendly products	22	30	28	51	119	2.14
18	I use to ride bicycle and use public transportation for shopping	10	16	29	82	113	1.912
19	I prefer to see the ingredient composition & check whether the products are environment friendly or not	115	72	10	36	17	3.928
20	I used to separate biodegradable & non biodegradable waste	113	84	18	15	20	4.02

Source : Primary Data

Figure 2 : Proportion of Choices of Customers Regarding Green Management

Choices of customers Regarding Green Management

	Mean	I am a green customer 9	I always prefer cloth bag/ jute bag despite of polythene bag 10	I avoid packaged goods 11	I prefer online shopping in comparison to market shopping 12	I am used to purchase Eco-friendly products 13	I am satisfied about the quality and performance of Green products 14	I am ready to pay extra money for eco friendly products 16	I can easily switch the brand because of environment friendly reasons 16	I can easily distinguish between eco friendly products & non-eco friend... 17	I use to ride bicycle and use public transportation for shopping 18	I prefer to see the ingredient composition & check whether the prod... 19	I used to separate biodegradable & non biodegradable waste 20
■	Mean	2.848	3.596	2.292	3.344	2.312	4.08	3.572	3.184	2.14	1.912	3.928	4.02

Source : Table 2

Inference : Figure 2 shows that proportion of choices of customers regarding green management. It shows that the mean for people are green customer is 2.848, the mean for preferring cloth bag/jute bag despite of polythene bag is 3.596, the mean for avoiding packaged goods is 2.292, the mean to prefer online shopping in comparison on to market shopping is 3.344 the mean for purchase of eco-friendly products is 2.312 the mean for satisfaction about the quality and performance of green products is 4.08, the mean to pay extra money for eco-friendly product is 3.572 the mean for easily distinguishing between eco-friendly& non eco- friendly products is 3.184,the mean for riding bicycle and use public transportation for shopping is 1.192, 3.928% the mean for looking the ingredient composition & check whether the products are environmental friendly or not is 3.928, the mean for separating biodegradable waste is 4.02 .
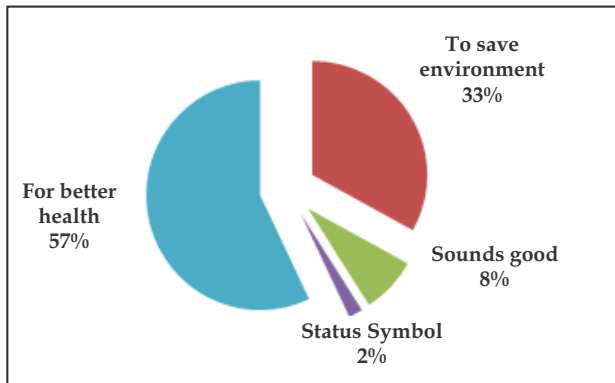
Reason for Preferences of New Products

Table 3 : Distribution of preference of using Green Products?

To save environment	33%
Sounds good	8%
Status Symbol	2%
For better health	57%

Source : Primary Data

Figure 3 : Proportion of Preference of Using Green Products

Reason for Preference of Green Products

Source : Table 3

Inference: Figure 3 depicts that 33% prefer green products to save environment, 8% prefers green product just because it sounds good ,2% prefers for status symbol , 57% prefers green products for better health .
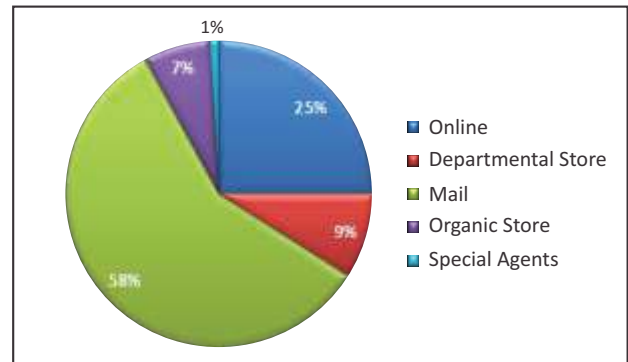
Regarding Sources for Buying Green Products

Table 4 : Distribution of Sources or Points from Which You Would Like to Buy Green Products?

Online	25%
Departmental Store	9%
Mall	58%
Organic Store	7%
Special Agents	1%

Source : Primary Data

Figure 4 : Proportion of Sources for Buying Green Products

Source : Table 4

Inference : Figure 4 shows proportion of sources for buying green products, it depicts that 25% prefer online source to buy green products, 9% prefers departmental store, 7% prefers organic store, 58% people prefers mall &1% prefer special agents.

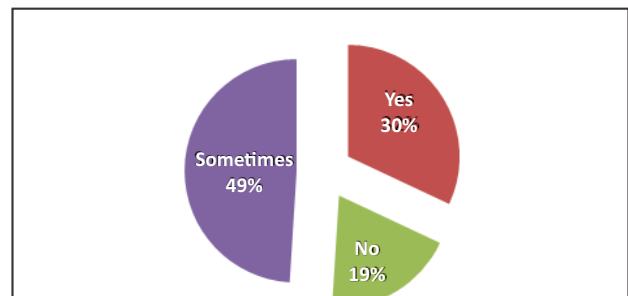**Regarding Searching on Internet About Green Products**

Table 5 : Distribution of Searching on Internet About the Green Products

Yes	32
No	19
Sometimes	49

Source : Primary Data

Figure 5 : Proportion of Searching on Internet About the Green Products

Search on Internet about Green Products

Source : Table 5

Inference : Figure 5 shows proportion of searching on internet about the Green Products. It depicts 32% search about green products on internet, 19% does not search about green products & 49% people search on internet.
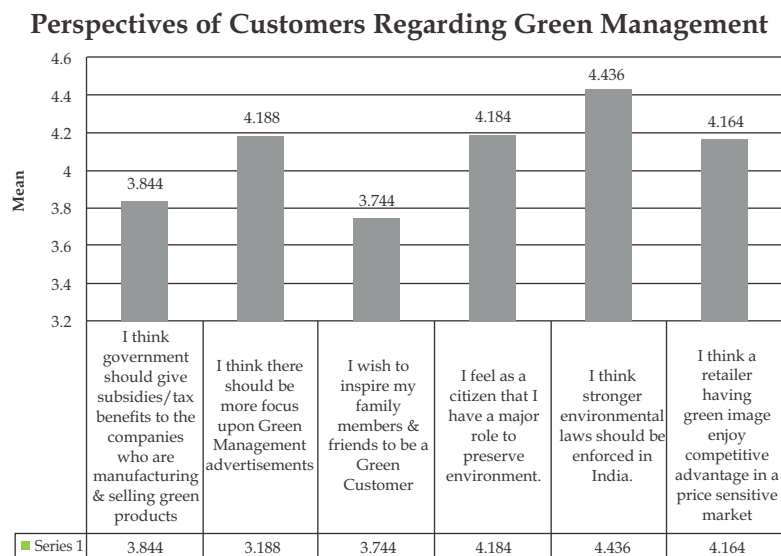
Part C: Regarding Perspectives of Customers Preferring Green Management

Table 6 : Distribution of Perspectives of Customers Preferring Green Management

S. No.	Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean
24	I think government should give subsidies/tax benefits to the companies who are manufacturing & selling green products	115	55	25	36	19	3.844
25	I think there should be more focus upon Green Management advertisements	97	106	32	15	0	4.188
26	I wish to inspire my family members & friends to be a Green Customer	73	87	55	23	12	3.744
27	I feel as a citizen that I have a major role to preserve environment.	119	95	11	13	12	4.184
28	I think stronger environmental laws should be enforced in India.	162	57	12	16	3	4.436
29	I think a retailer having green image enjoy competitive advantage in a price sensitive market.	133	64	26	15	12	4.164

Source : Primary Data

Figure 6: Proportion of Perspectives of Customers Regarding Green Management

Perspectives of Customers Regarding Green Management

	I think government should give subsidies/tax benefits to the companies who are manufacturing & selling green products	I think there should be more focus upon Green Management advertisements	I wish to inspire my family members & friends to be a Green Customer	I feel as a citizen that I have a major role to preserve environment.	I think stronger environmental laws should be enforced in India.	I think a retailer having green image enjoy competitive advantage in a price sensitive market
Series 1	3.844	3.188	3.744	4.184	4.436	4.164

Source : Table 6

Inference : It has been noted during data analysis that the mean for people who thinkthat government should give tax/subsidies benefits to the companies who are manufacturing &selling green products is 3.844,the mean regarding creating focus on green management advertisement is 4.188,the mean for inspiring members & friends to be a green customer is 3.744,the mean for feeling as a citizen who are to play a major role to preserve environment is 4.184, the mean for enforcement of stronger environmental laws should be enforced in India is 4.436, the mean forretailer having green image enjoy competitive advantage in a price sensitive market is 4.164

Findings

A.   The mean for the statement "I have seen the use of renewable sources like solar energy & wind energy etc. in this shopping mall" is 1.932.The mean for the statement "I have seen separate dustbins for biodegradable & non-biodegradable waste is 2.196" whereas the mean for the statement "I think the bill for shopping goods/ services should be sent as SMS to mobile despite of wasting papers" is 4.188. This depicts that most of the people thinks Green Management Practices in Retail Industry is well distributed.

B.   4.08 is the mean for "I am satisfied about the quality and performance of Green products". The mean for the statement is "I am ready to pay extra money for eco-friendly products" is 3.572. This depicts that many people choose to be a green customer.

C.   The research shows that 57% respondents prefers green product for better health,33% to save environment, 8% respondents just because it sounds good, and 2% for their symbol status. This resembles people are much conscious about their health rather maintaining status.

D.   The research shows that 58% respondents prefer malls for buying green products, 25% prefers online stores, 9% prefer departmental store, 7% goes to organic store and 1% contacts special agents. This depicts green products are easily available in malls.

E.   The research shows 49% people sometimes search internet about green products, 32% says yes for searching and 19% says no .This shows people are creating stronger belief and becoming vigilant regarding green product.

F.   "I wish to inspire my family members & friends to be a Green Customer" this statement has the mean 3.744, whereas 4.436 is the mean for the statement "I think stronger environmental laws should be enforced in India. This research shows that people are adapting green management very rapidly.

Recommendations

For Customers :

1.   Customers must be positive and proud of being "Green Customers."

2.   Customers must always prefer cloth bag/jute bag despite of polythene bag.

3.   Customers must avoid packaged goods.

4.   Customers must prefer online shopping in comparison to market shopping.

5.   Customers should have the desire to purchase Eco- friendly products.

6.   Customers can switch the brand because of environment friendly reasons without reservation.

7.   Customers must have knowledge to distinguish between eco friendly products &non- eco friendly products.

8.   Customers must ride bicycle and use public transportation for shopping.

9.   Customers must develop the habit to see the ingredient composition & check whether the products are environment friendly or not.

10.   Customers must separate biodegradable & non biodegradable waste.

11.   Customers should feel as a responsible citizen and they have a major role to preserve our environment.

For Companies :

1. The companies must adopt innovative practices, reducing waste and lowering waste.

2. The retail stores should focus on power saving techniques like LED bulbs.

3. The retail stores should properly manage unnecessary scrap and/or develop re-use process.

4. Proper training should be given to the employees for adopting green retailing.

5. The companies should focus on Three R: Reduce, Reuse & Recycle.

6. Day lightning should be encouraged than artificial lightning.

7. Turn off computers, lights and other power when not required in order to save energy.

8. A culture to save energy, water and resources must be developed.

9. Companies should say "no" to plastic and re-cycle plastic.

10. Long Billing System should be discouraged in order to save paper and ultimately trees.

11. E- recruitment& E- reporting must be encouraged in order to save paper & encourage green management.

12. Companies should adopt green management techniques for the construction of building and other infrastructure.

13. Focus must be on the use of renewable sources of energy.

Conclusion

It is time to critically consider and analyze what we desire to leave behind – a planet full of contamination, exhausted resources, inadequate water and smashed environmentalism, or a plant with adequate resources and good living conditions. We are dependent upon trade and commerce for our day to day living, growth and future too. Major checkmate can be initiated from the level of corporate houses and particularly retail houses who are very much attached with people at large for their day to day living. Initiation should be ignited from retail houses which mostly support in creating garbage for the society and for making our environment polluted. As many as green marketing mechanism to be developed by leading retail sectors along with the bio-toilet facilitation to induce people to change their habit and to behave like a green customer. The responsibility lies in the hands of corporate, Customers and people at large for making a sustainable development of the economy at large.

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