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GREEN RETAILING AWARENESS AMONG SMALL RETAILERS: AN EMPIRICAL STUDY FROM PASIGHAT, ARUNACHAL PRADESH

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ABSTRACT

Green retailing involves adopting environmentally responsible practices in retail to reduce environmental harm. These practices include conserving energy, minimising waste, using eco-friendly packaging, and sourcing products responsibly. Despite a growing global movement towards sustainability, small towns like Pasighat in Arunachal Pradesh still show limited involvement in green retailing. This study explored the level of awareness regarding green retailing practices among small retailers in Pasighat. The research considered a descriptive and exploratory approach, collecting data from a sample of 50 small retailers via convenience sampling. A structured questionnaire was used, and the gathered information was analysed using percentages, tables, and graphs. The results indicate that while 74% of respondents were aware of general sustainable practices such as waste reduction and energy conservation, none were familiar with the specific term 'green retailing'. This suggests that although some eco-friendly practices are being followed, they are not always recognised as part of a broader green retailing strategy. This highlights a gap between awareness and actual understanding that needs to be addressed through awareness initiatives and support mechanisms.

KEYWORDS: Green Retailing, Small Retailers, Sustainable Development, Sustainable Practices, Pasighat

1. INTRODUCTION

Green practices are receiving an increasing amount of interest from senior managers, scholars, and stakeholders all over the world, which has led to an increase in the prevalence of "going green" in boardrooms all around the world (Cronin, 2018). In spite of the fact that governments are able to

devise strategies and frameworks that promote sustainable development and the green movement, the degree to which such aims are achieved will be substantially determined, in the end, by the product creators as well as the end customers (Jones P. C., 2015). In this context, retailers serve as a crucial link between producers and consumers, influencing the adoption of green practices across the supply chain (Jones P. C., 2005).

The immediate necessity for human society to make the transition to an economy with lower levels of carbon emissions is currently at the forefront of both environmental and economic concerns. If we continue to view the environment as a free good, we will continue to see high levels of pollution brought on by the expansion of our economy (Welford, 2016). The evidence supporting the theory that pollution is rapidly changing the climate is overwhelming. In the past few decades, the study of business has evolved to include a number of key subjects, one of which is environmental integrity, which aims to address the opportunities and difficulties that are directly related to this pillar (Shah, 2023).

1.1 Meaning of Small-Retailers

Small retailers are typically independently owned, small-scale businesses with limited staff and sales, serving local communities, distinct from larger organised chains (Levy, 2014). In India, these are commonly classified under the 'unorganised retail sector', comprising kirana and convenience stores (R. K. Srivastava, 2008). The unorganised retail sector in India refers to traditional small-scale retail businesses that operate without formal registration or organised frameworks. This sector primarily consists of kirana (small neighbourhood stores), convenience stores, owner-operated general stores, and local vendors, which cater to daily consumer needs but typically lack modern infrastructure or large-scale supply chains (IBEF, 2020).

1.2 Meaning of Green Retailing

Green retailing refers to the adoption of environmentally friendly practices in the retail sector, aimed at minimising environmental impact through sustainable sourcing, energy efficiency, waste reduction, eco-friendly packaging, and promoting green products. It involves integrating environmental concerns into every aspect of retail operations. It is an overall eco-friendly management approach that mainly focuses on procuring and selling goods to customers without any compromise in environmental safety. The green products should last longer than the normal conventional products by using less energy and resources, which will cut the cost on the user side. Example solar equipment. The green products are cost-effective in the long run. (Sreevidhya M, 2023).

Greening of Retail is all about taking care of the environment at every step, from sourcing to disposal. Green retailing is generally viewed as the incorporation of environmental protection measures into

retail operations (Singh, 2022).

1.3 About Pasighat

Pasighat was founded in 1911 A.D. by the British Raj as a gateway to the administrative convenience of the greater Abor Hills and the north area in general. Primarily, there were settlements of Adi tribes who are still living in the villages in and around of Pasighat. It is the headquarter of East Siang District. It is the oldest town of Arunachal Pradesh. The town was integrated into the Smart Cities Mission in June 2017, with major infrastructure investments totalling around ₹1,534 crore (Administration & Pasighat, 2025). According to the 2011 census, the town has 24,656 population with 51% male and 49% female, and a literacy rate of 74%.

2. STATEMENT OF THE PROBLEM

Green retailing, which emphasises the adoption of environmentally friendly practices within the retail sector, has garnered significant global attention as part of the broader sustainability movement. However, awareness and implementation of green retailing remain largely unexplored in rural and semi-urban areas. Only a few studies have been conducted on green business practices in India, and research on green retailing is particularly scarce in the Northeastern region. Most available studies tend to focus on organised retail in large urban centres, often overlooking the unique challenges faced by small and medium-sized retailers in rural and semi-urban markets (Agarwal, Sutradhar, & Agarwal, 2020).

The present study seeks to address this gap by exploring the level of awareness and understanding of green retailing practices among small retailers in Pasighat.

3. RESEARCH METHODOLOGY

This paper considered a descriptive and explorative study to assess the awareness of green retailing practices among 50 retailers in Pasighat, selected through convenience sampling. Both primary data (collected via surveys) and secondary data (sourced from journals, reports, and websites) were used. Analysis was done using percentage methods, tables, graphs, and excel to identify awareness levels of small retailers of Pasighat, Arunachal Pradesh. This study constitutes a part of Master of Commerce dissertation.

4. SCOPE OF THE STUDY

The scope of this study focuses on exploring how small retailers in Pasighat, Arunachal Pradesh, are aware of the green retailing practices. It includes areas like Main Market, GTC, Paglek, and Mirsam of Pasighat.

The present study was limited to the town of Pasighat, which may not represent the green retailing practices in other regions. It mainly focused on small-sized retailers, which further narrows the overall scope. Furthermore, the lack of readily available secondary data on green retailing in the region posed challenges for comparison and validation.

5. REVIEW OF LITERATURE

This review of literature explores previous studies and scholarly work related to green retailing, highlighting key concepts. This review serves as the foundation for understanding the theoretical and practical frameworks that inform the current research.

Kritika Agarwal, et al. (2020), in their paper “Green Business Practices: A Study on Retailers”, the study provides a focused investigation into the awareness and implementation of green business practices among retailers in Sarupathar Town, Assam, India. The study serves as a micro-level exploration of sustainability within small-town retail environments, offering valuable insights into the behavioural patterns and environmental consciousness of local retailers. The study found that while there is a basic awareness of environmentally friendly behaviours among retailers, the extent of actual adoption of green practices is inconsistent and largely limited to low-effort actions.

Praveena, N. (2022), in her paper “Consumer Awareness on Green Packaging for a Sustainable Future”, the paper investigated the level of consumer awareness regarding green packaging and its implications for promoting a sustainable future. The study emphasises the growing environmental concerns associated with traditional packaging materials and the necessity for sustainable alternatives. Praveena's research aims to understand how informed consumers are about green packaging options and how this awareness influences their purchasing decisions. The study reveals that while a segment of consumers is aware of the environmental benefits of green packaging, there remains a significant portion that lacks comprehensive knowledge on the subject. This gap in awareness poses challenges for the widespread adoption of sustainable packaging solutions. It is observed that increased educational initiatives and awareness campaigns are essential to bridge this knowledge gap and encourage more environmentally responsible consumer behaviour.

Singh (2022), in her study “A Study of Consumer Purchase Intention of Green Products with Special Focus on Green Retailing in Uttar Pradesh”, explores the key factors influencing consumer intentions toward purchasing green products. The research highlights that environmental awareness, perceived product quality, pricing, and availability significantly shape consumer decisions. The study finds that consumers who are more environmentally conscious are more likely to buy green products, provided they are affordable and meet quality standards. The study also emphasises the importance of green retailing practices such as eco-friendly store layouts, sustainable sourcing, and transparent

environmental communication in enhancing consumer trust and loyalty. Additionally, it stresses the role of marketing strategies like educational campaigns, in-store promotions, and proper labelling in bridging the awareness gap and encouraging sustainable consumption behaviour.

Sreevidhya M K (2023), in her paper “An Evaluation of Green Practices Among Retailers of Consumer Goods in Kanniyakumari District”, investigates the adoption and implementation of green practices among retailers of consumer goods in Kanniyakumari District, Tamil Nadu. The study aims to assess the extent to which retailers have embraced environmentally sustainable practices and to identify the factors influencing their adoption. The research reveals that a growing number of retailers in the district are incorporating green practices into their operations, driven by increasing environmental awareness and consumer demand for sustainable products. These practices include reducing plastic usage, implementing energy-efficient systems, and sourcing eco-friendly products. However, the research also highlights several challenges faced by retailers in adopting green practices. These include limited financial resources, lack of access to sustainable products, and insufficient knowledge about green technologies. The study suggests that collaborative efforts between policymakers, retailers, and consumers are essential to foster a sustainable retail environment in the region.

Sivasubramanian, K. (2024), in his paper “An Analysis of Green Retailing for Sustainable Business Through Digital Technology Application in Indian Retail Market”, explores the integration of digital technologies in promoting green retailing practices within the Indian retail sector. The paper aims to analyse how technological advancements contribute to sustainable business operations and environmental conservation in retail. These include digital billing systems, online delivery tracking, digital signage for in-store promotions, electronic security systems, and customer service kiosks. Such technologies not only streamline operations but also reduce paper usage and energy consumption, aligning with green retailing objectives. The research focuses that the successful implementation of these technologies requires a thorough understanding of the local business environment. The study suggests that while international best practices offer valuable insights, they must be tailored to fit the unique cultural, economic, and infrastructural contexts of the Indian market. This localisation ensures that sustainability initiatives are both effective and sustainable in the long term.

On reviewing the existing literature, it was found that some similar studies have been carried out on Green Retailing. The majority of the literature confirmed that while several Indian studies have explored green retailing practices, most focus on broader metropolitan regions or states. There is a clear gap in the literature addressing green retailing practices in smaller towns and North-Eastern regions such as Arunachal Pradesh.

6. ANALYSIS AND INTERPRETATION

6.1 Awareness towards Green Retailing and Sustainable Development

Table 1 shows that none of the 50 respondents (0%) have heard about green retailing. This indicates zero awareness of the concept of green retailing among the surveyed participants, suggesting a complete knowledge gap in this area.

Table 1: Awareness towards Green Retailing and Sustainable Development

Variables	Details	No. of Respondents	Percentages
Heard about Green Retailing	Yes	0	0
	No	50	100%
Heard about Sustainable Development	Yes	37	74%
	No	13	26%
	Total	50	100%

Source: *Computed from Field Survey Data, 2025*

This could point to the need for awareness campaigns or educational interventions in the region. 37 out of 50 respondents (74%) reported that they have heard about sustainable development. The remaining 13 respondents (26%) have not heard about it. This suggests a moderate to high level of general awareness about the concept of sustainability.

Observation During Field Study:

During the field study, it has found that none of the considered respondents were familiar with the term 'Green Retailing'; however, many demonstrated an awareness of the broader concept of sustainable development.

6.2 Awareness of Sustainable Practices Based on Age Group

Table 2 data reveal a clear trend indicating that awareness of sustainable practices declines with increasing age. Among the youngest age group (18–28 years), 84.21% of respondents are aware of sustainable practices, which is the highest across all groups. The 28–38 years group follows, with 70% awareness. In contrast, only 54.55% of respondents aged 38 and above are aware of such practices. Overall, 72% of the total respondents demonstrate awareness of sustainable practices. This suggests that younger retailers are more environmentally conscious and informed about sustainability-related concepts compared to older age groups.

Table 2: Awareness of Sustainable Practices Based on Age Group

Age Group	No. of Respondents	Aware	Not Aware	Awareness Percentage
18-28	19	16	3	84.21%
28-38	20	14	6	70%%
38 and above	11	6	5	54.55%%
Total	50	36	14	72%

Source: Computed from Field Survey Data, 2025

Observation During Field Study:

It is observed that young age group (18-28 years) retailers tend to exhibit a higher level of environmental concern compared to their older counterparts.

6.3 Awareness towards Sustainable Practices based on APST and Non-APST Category

Table 3 shows that among APST1 respondents, 88% (22 out of 25) were aware of sustainable practices, indicating a strong level of environmental consciousness in this group.

Table 3: Awareness towards Sustainable Practices based on APST and Non-APST Category

Category	Details	Aware of Sustainable Practices	Not Aware of Sustainable Practices	Percentage
APST	25	22	3	88%
NON-APST	25	15	10	60%
Total	50	37	13	74%

Source: Computed from Field Survey Data, 2025

For non-APST retailers, only 60% (15 out of 25) reported awareness, showing a significant gap in awareness levels when compared to APST respondents. The overall awareness level among all respondents stood at 74%, which is encouraging but indicates the need for targeted awareness programs for the remaining 26%.

Observation During Field Study:

It has been revealed that the awareness percentage among APST respondents was higher compared to non-APST respondents, which may be attributed to a greater proportion of individuals with higher educational qualifications within the APST group.

Table 4: Educational Qualifications of APST and non-APST

Variables	No. of Respondents APST	No. of Respondents non-APST	APST Percentage	Non-APST Percentages
No Formal Education	0	2	0	8%
Higher Secondary Level	6	15	24%	60%
Graduate and above	19	8	76%	32%
Total	25	25	100%	100%

Source: *Computed from Field Survey Data, 2025*

The above Table 4 data reveal a clear gap in educational attainment between APST and non-APST retailers. While none of the APST respondents lacked formal education, 8% (2 out of 25) of the non-APST did. A majority of non-APST respondents, 60% (15 out of 25), had education only up to the higher secondary level, compared to 24% (6 out of 25) of APST. In contrast, 76% (19 out of 25) of APST respondents were graduates or above, while only 32% (8 out of 25) of non-APST respondents achieved similar levels. This suggests that APST retailers are generally more educated, which may contribute to their higher awareness of sustainable practices, as education often enhances understanding of environmental issues and openness to new ideas.

6. CONCLUSION

The study reveals that while awareness of sustainable development is relatively moderate among small retailers in Pasighat, there is a complete lack of awareness regarding green retailing practices. Age and educational background significantly influence awareness levels, with younger and more educated respondents showing a greater understanding of 'Green Retailing.' Notably, APST small retailers demonstrated higher awareness, likely due to better educational qualifications.

There is a strong need for awareness programs, skill-building workshops, and local campaigns to

promote eco-friendly practices. Simple steps such as waste segregation, reducing plastic use, and using biodegradable packaging should be encouraged.

Furthermore, the 'Green Retailing' concept and approach should be prioritised in State government policies and practices for all retailing platforms. Local administration and public representatives/leaders should be assigned as agents of green retailing within their respective jurisdictions to help and educate small retailers in adopting green retailing practices in the Pasighat region of East Siang District, Arunachal Pradesh, India.

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