



GREEN RETAIL PRACTICES WITH REFERENCE TO IKEA

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ABSTRACT: Sustainability is now a significant component of the IKEA operation, and it is also a cost-effective strategy. From the production of products to the management of the supply chain, environmental sustainability is an essential component of every aspect of the business. By investing in green energy, reducing waste and carbon emissions, and sourcing its raw materials in a manner that does not affect the environment, IKEA demonstrates that efficiency and environmental responsibility do not have to be mutually exclusive. Individuals who prioritize the circular economy implement recyclable packaging, materials that can be recycled repeatedly, and environmentally friendly forms. Suppliers are required to adhere to stringent environmental regulations. Implementing novel concepts facilitates the execution of these initiatives. IKEA is committed to its consumers, as the company aims to inspire individuals to make environmentally friendly decisions and lead by example. The combination of these measures reduces IKEA's environmental impact, enhances production, enhances efficiency, and enables the company to expand.

Keywords: *IKEA, sustainability, environmental responsibility, circular economy, eco-friendly materials, renewable energy, carbon footprint reduction, sustainable supply chain,*

I. INTRODUCTION

The concept of "green purchasing" is to encourage individuals to consider the environmental impact of their purchases. Companies will be required to address the environmental impacts they have on all aspects, not just those that affect sales, from this perspective. In order to achieve this, individuals should adopt more ethical shopping practices, utilize more renewable energy sources, reduce their waste, and improve their packaging and conveyance. This issue cannot be resolved expeditiously. It will necessitate time, effort, and creativity to resolve. Regardless of the outcome, there is a substantial benefit. Businesses may reduce waste, enhance their reputation, and attract environmentally conscious clients by

employing environmentally favorable strategies.

Companies that are likely to endure for an extended period of time will strike a balance between their financial performance and their contributions to society. The objective of every organization is to demonstrate to its clients that it is concerned with the well-being of society and the environment. Sellers establish themselves for future profits, increase consumer confidence in their brand, and have a significant environmental impact when they implement this strategy.

II. LITERATURE SURVEY

Dr. Rahul S. Iyer examined the extent to which companies implemented more





environmentally responsible practices in 2021 as awareness of the environment and consumers increased. His research demonstrates that the outbreak was mitigated by the following measures: the reduction of plastic consumption, the construction of infrastructure that consumes less energy, and the purchase of environmentally friendly products. The primary motivations for doing so were to adhere to regulations, safeguard brands, and conserve funds. According to surveys, an increasing number of consumers are expressing their commitment to organizations that prioritize environmental sustainability. However, it was crucial to establish trust by being forthright. He discusses a variety of topics, including vendors who are not prepared and key performance indicators (KPIs) that are inaccurate. Additionally, he provides a method for its incremental distribution.

The primary objective of Kavita R. Malhotra's 2022 paper is to examine the process by which consumers in metropolitan markets become acquainted with and embrace new products. She places a high value on products that are environmentally friendly, methods that are effective, and durable packaging. Research indicates that individuals who prioritize environmental sustainability are considerably more inclined to acquire goods from organizations that support environmental sustainability. Customers are price-conscious, and sustainable products are scarce. Consequently, there are discrepancies between their expectations and their actual purchases. Additionally, she asserts that demographics significantly influence consumer behavior and that

communication is crucial in both physical and online retail establishments. She asserts that sustainable usage necessitates materials that are readily accessible and reasonably priced.

In 2023, Neha P. Choudhary investigates the ways in which technology has altered the purchasing behaviors of environmentally conscious individuals. She discusses blockchain traceability, QR codes, mobile applications, and tracking tools in detail to ensure that clients are well-informed and secure. She investigates AI-driven demand forecasts and intelligent inventory systems to optimize production and reduce waste. Customer engagement and loyalty are enhanced when sustainable information is disclosed to the public. She claims that digital tools facilitate communication and provide organizations with a means to monitor and report on long-term outcomes.

Dr. Meenakshi V. Kulkarni's 2024 dissertation investigates the impact of purchasing environmentally friendly products on workplace morale and culture. The research examines the impact of green initiatives on the motivation, commitment, and work-related satisfaction of employees. Employees exhibit increased concern for the organization's environmental initiatives when the report discusses them. The implementation of sustainability concepts is significantly influenced by internal communication and training. This paper provides a more comprehensive examination of the challenges that frontline workers who are unaware of or opposed to the reforms encounter. This demonstrates the critical role of administrators in ensuring that their organizations prioritize environmental



sustainability. The key to long-term success for retail enterprises is undoubtedly employees who are enthusiastic about their work.

This 2025 paper by Priya N. Desai demonstrates how retail companies can become more sustainable as a result of the increasing demand for environmentally friendly products. It incorporates sustainable leadership integration and classifies businesses based on their compliance with regulations, from the most compliant to the least compliant. The paper employed continuous case analysis to identify the most significant differences that persisted as the individuals aged. These distinctions are evident in the manner in which suppliers collaborate, success metrics, and consumers and businesses interact. The poll results indicate that existing companies may be able to maintain a competitive edge by introducing new products, reducing their prices, or developing innovative ideas. It is essential to have a supportive business culture, make decisions based on facts, and have dedicated leadership in order to achieve success, as it is often emphasized.

III. ECO-FRIENDLY INITIATIVES IN GREEN RETAILING



Go Paperless:

"Going paperless" entails the substitution of printed documents with electronic ones. This reduces the consumption of paper and conserves trees. In comparison to the past, it has significantly reduced operating costs and waste. Paperless transactions are the optimal choice due to their efficiency and environmental benefits.

Use Reusable Bags:

Shops may request that customers carry their own bags rather than purchasing new ones in order to reduce their reliance on single-use plastic bags. This will result in a substantial reduction in plastic waste and pollution. Businesses promote the use of reusable bags by implementing initiatives that provide individuals with information and incentives to do so. promotes the purchase of products that are more beneficial for both the environment and human health.

Use Sustainable Packaging:

Sustainable packaging is composed of materials that are either environmentally friendly or decompose naturally. As a result, landfills receive a reduced amount of plastic that is unable to decompose. At the same time, the utilization of environmentally friendly packaging could enhance the reputation of retailers and safeguard the planet.

Recycle or Upcycle Old Goods:

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Source Sustainable Products:

Prior to purchasing items that will endure, it is imperative to identify those that were manufactured in an environmentally conscious manner. This approach guarantees the ethical collection of materials and the efficient utilization of natural resources. It is simpler to monitor green supply lines when retailers select suppliers that adhere to sustainability standards.

Reduce Energy Consumption:

You can significantly reduce your energy consumption by transitioning to power sources, tools, and light bulbs that do not require charging. This approach is advantageous for businesses as it reduces expenses by decreasing the quantity of electricity consumed and greenhouse gases released. Additionally, it is advised that environmentally favorable techniques be implemented in retail environments.

IV. STRATEGIES OF GREEN RETAIL PRACTICES

Energy-Efficient Store Operations

Strategies for enterprises to reduce their electricity consumption.

Companies that prioritize environmental sustainability implement advanced temperature control, energy-efficient appliances, and energy-efficient illumination options, such as LED fixtures. Another method of reducing carbon emissions is to increase the use of renewable energy sources, such as solar power. By employing these methods, they minimize their environmental and financial impact. An energy audit is an excellent method for identifying potential issues.

When energy management is executed effectively, it is effortless to establish sustainability objectives that are long-term.

Sustainable Product Assortment

Organic, socially sourced, and environmentally favorable products are prioritized by retailers. Individuals place a high value on sustainable certifications and products that minimize environmental impact. Buyers are advised to exercise caution through this approach. Customers are considerably more inclined to endorse the organization and its merchandise when they are presented with environmentally friendly alternatives. Additionally, it exerts pressure on suppliers to minimize their environmental impact.

Eco-Friendly Packaging Solutions

The primary objective of green retail initiatives is to reduce the use of single-use plastics and to increase the use of recyclable or biodegradable packaging. Numerous stores suggest that consumers utilize bags and packages that can be reused. Reducing the amount of packaging results in a reduction in waste. Adhering to environmental regulations becomes considerably simpler when these methodologies are implemented. Packaging that is environmentally friendly is in high demand among environmentally conscious consumers.

Shopping centers have implemented procedures that facilitate the efficient sorting of trash, recycling, and composting. In order to guarantee that waste is managed appropriately, organizations collaborate with recycling organizations. The earth benefits from a reduction in the amount of garbage in landfills. Customers are also informed about recycling services. Various methods



of waste management are employed to disseminate the concept of the circular economy.

Green Supply Chain Management

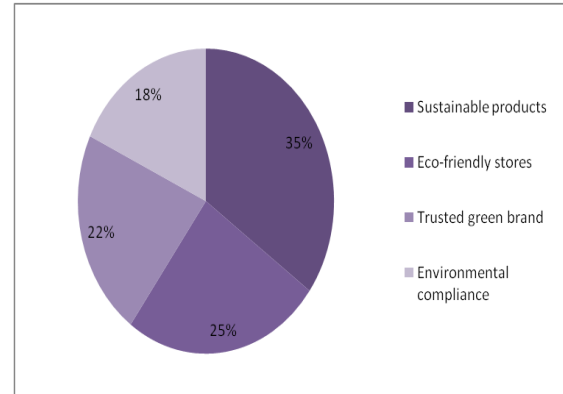
Sustainable retailers and suppliers collaborate to ensure that products are sourced ethically and that processes are conducted in a manner that does not cause environmental damage. Sustainable supply chains are more environmentally friendly. Suppliers undergo assessments to verify that they satisfy sustainability standards. In general, this method of purchasing is less environmentally harmful.

Consumer Education and Engagement

Businesses that prioritize environmental sustainability educate their clients via advertisements and signage in their retail establishments. The objective of awareness campaigns is to encourage individuals to purchase products that are more environmentally friendly. Green initiatives are more likely to be supported by individuals who are concerned about the environment. People are more likely to trust and remain loyal to you when you are forthright and transparent. Environmental initiatives can be more effective in the long term when individuals are informed about them.

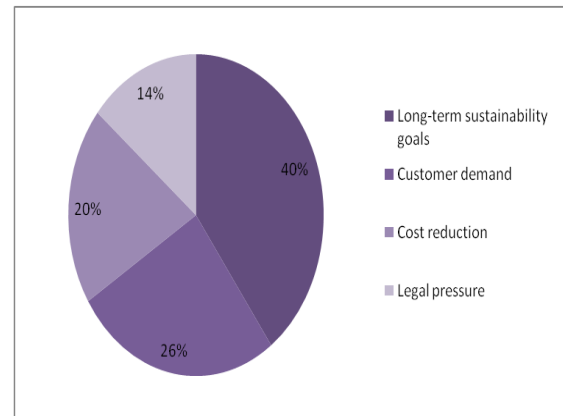
V. RESULTS

1. What were the reasons for your decision to purchase from IKEA in light of their dedication to sustainability?



INTERPRETATION: 22% of the respondents expressed a desire for a well-known green brand, while 25% expressed a preference for environmentally friendly locations. Additionally, 18% of respondents address environmental compliance, indicating a minor yet discernible concern regarding regulatory compliance.

2. Why does IKEA put so much stress on environmentally friendly ways to run its stores?



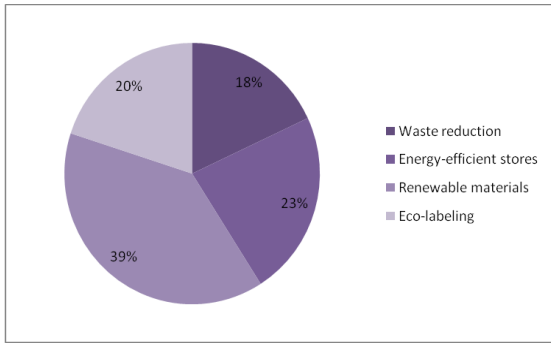
INTERPRETATION: According to the data, 40% of the respondents believe that stores primarily employ green practices to achieve their long-term sustainability objectives. Customers' preferences influence 26% of respondents' decisions. It appears that an increasing number of individuals are making environmentally friendly decisions.

3. Which of IKEA's environmentally responsible store methods is the most



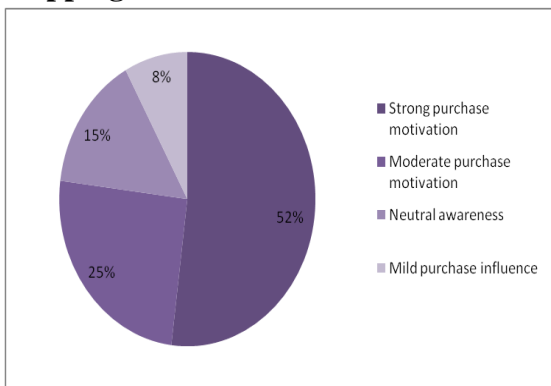


likely to encourage you to make a purchase?



INTERPRETATION: According to 39% of retail professionals, the most critical action they can take is to purchase environmentally sustainable products. Shops that utilize less energy are preferred by approximately two-thirds of consumers (63%). Twenty percent of the respondents expressed a preference for eco-labels, while eighteen percent expressed a desire for increased recycling. As previously mentioned, the respondents hold a variety of perspectives.

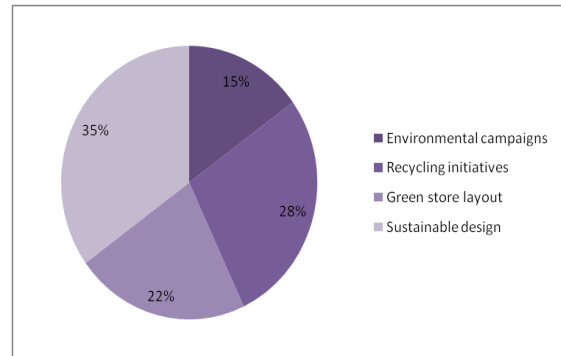
4. What are the ways in which IKEA's eco-friendly products alter your shopping habits?



INTERPRETATION: There was a significant positive impact, as 52% of participants reported that they were highly motivated to purchase an item as a result of eco-friendly purchasing activities. A quarter of consumers report that they are marginally more inclined to make a purchase, a noticeable but not particularly

significant effect. Just under 15% of companies are indifferent to the impact of their actions on customers' knowledge, while not even 8% have a significant impact on what customers purchase.

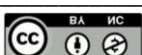
5. What is it about IKEA's business plan that entices individuals to purchase there?



INTERPRETATION: Sustainable design is the most significant factor in the positive opinions of 35% of the respondents, as indicated by the data in the table. For instance, the fact that 28% of individuals recycle on a regular basis indicates the extent of support for waste control initiatives. Only 15% of all environmental initiatives are comprised of green store designs, which account for two-fifths of the total.

VI. CONCLUSION

In conclusion, the retail industry must implement green retail strategies to address environmental concerns and foster sustainable development. Retailers are facing increasing pressure from environmentally conscious consumers to adopt more environmentally favorable practices in their daily operations, product procurement, and marketing strategies. These actions have a minimal impact on the environment because they motivate individuals to purchase sustainable products, reduce their waste, and





conserve energy, water, and other resources. Sustainability is now more accessible than ever before due to the advancements in modern technologies, which have made it simpler to observe, accept, implement, and comprehend. Initially, merchants must contend with certain expenses and complications; however, the long-term advantages, including reduced expenses, reduced risk, and enhanced brand loyalty, more than compensate for these challenges. The process is expedited by laws and regulations that promote its implementation, and the results are guaranteed to be positive when suppliers and employees are engaged. By combining environmental concerns with business principles, retailers have the opportunity to enhance their brand's reputation and establish enduring consumer trust.

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