

SAJMMR

ISSN (online) : 2249-877X

## South Asian Journal of Marketing & Management Research



Published by  
**South Asian Academic Research Journals**  
A Publication of CDL College of Education, Jagadhri  
(Affiliated to Kurukshetra University, Kurukshetra, India)

Editor-in-Chief : Dr. Dalbir Singh

Impact Factor : SJIF 2022 = 7.911

Frequency : Monthly

Country : India

Language : English

Start Year : 2011

Indexed/ Abstracted : Scientific Journal Impact Factor (SJIF 2022 - 7.911 ),  
Google Scholar, CNKI Scholar, EBSCO Discovery,  
Summon(ProQuest), ISC IRAN, Primo and Primo  
Central, I2OR, ESJI, IJIF, DRJI, Indian Science  
and ISRA-JIF.

E-mail id: saarjournal@gmail.com

### **VISION**

The vision of the journals is to provide an academic platform to scholars all over the world to publish their novel, original, empirical and high quality research work. It propose to encourage research relating to latest trends and practices in international business, finance, banking, service marketing, human resource management, corporate governance, social responsibility and emerging paradigms in allied areas of management including social sciences , education and information & technology. It intends to reach the researcher's with plethora of knowledge to generate a pool of research content and propose problem solving models to address the current and emerging issues at the national and international level. Further, it aims to share and disseminate the empirical research findings with academia, industry, policy makers, and consultants with an approach to incorporate the research recommendations for the benefit of one and all.

<b>SR. NO.</b>	<b>PARTI C ULAR</b>	<b>PAGE NO.</b>	<b>DOINUMBER</b>
<b>1.</b>	<b>DETERMINANTS OF ECO-PACKAGING: PATHWAYS TO RESPONSIBLE PRODUCTION AND CONSUMPTION</b> Dr. Shilpa Bagdare*; Ms. Rashika Heda	<b>1-8</b>	<b>10.5958/2249-877X.2026.00001.0</b>
<b>2.</b>	<b>WAYSIDE STALLS IN LAKHIMPUR DISTRICT OF ASSAM: AN ECONOMIC ANALYSIS OF INFORMAL RURAL ENTREPRENEURSHIP</b> Dr. Padma Hazarika, Dr. Jayanta Kr. Dutta	<b>9-17</b>	<b>10.5958/2249-877X.2026.00002.7</b>

## DETERMINANTS OF ECO-PACKAGING: PATHWAYS TO RESPONSIBLE PRODUCTION AND CONSUMPTION

Dr. Shilpa Bagdare\*; Ms. Rashika Heda\*\*

\*Professor,

International Institute of Professional Studies  
Devi Ahilya Vishwavidyalaya, Indore, INDIA  
Email Id: shilpa.bagdare@iips.edu.in

\*\*Research Scholar,

International Institute of Professional Studies  
Devi Ahilya Vishwavidyalaya, Indore, INDIA

DOI: **10.5958/2249-877X.2026.00001.0**

---

### ABSTRACT

*Global concern for environmental protection has led to the United Nations movement for Sustainability by setting up an agenda for achieving Sustainable Development Goals. There is a growing awareness and sensitivity among consumers and corporations to contribute to the larger cause of Sustainability. Plastic has been one of the major contributors to Packaging as well environmental pollution. Technological advancements, government regulations, consumer awareness, corporate initiatives etc. are playing a key role in devising measure minimize environmental damage by ensuring availability of products in Eco-Packaging. Inspired by Circular Economy, Cradle to Cradle, Tiple Bottom Line, Green Marketing, and Attitude towards Behaviour theoretical frameworks, Eco-Packaging is a pathbreaking initiative, contributing to minimizing waste and environmental pollution. The present study explores the determinants of Eco-Packaging, based on a survey of customers. The factor analysis reveals that key determinants and their constituents related to Environmental Concern, Ethical choice for responsible consumption and credibility and trust, contribute to Eco-packaging. The study brings important findings and implications for professionals and scholars.*

**KEYWORDS:** *Eco-Packaging, Sustainability, Sustainable Packaging, Green Packaging, Green Marketing.*

---

### INTRODUCTION

The world is witnessing devastating effects of growing environmental degradation causing threats to the living planet. Climate change, global warming, natural disasters, soil erosion etc. are some of the reflections of the damages caused by mankind to the environment. Production, distribution and consumption of products involves multiple types of packaging for storage, safety, convenience, communication, aesthetics of the products. Packaging plays much more than functional role in terms of its marketing or supply chain, as a means of communication, design and salesmanship. In modern marketing, packaging is also considered as a silent salesman as it informs and attracts the customers through attractive design, material, colours, strength etc. Packaging, as an essential element of any product, plays a key role in impacting the environment. It is found that packages made from hazardous, non-recyclable, non-treatable materials with long disposal time, create litter and damage the environment. Such materials are primarily responsible for air, water and soil pollution, posing a serious threat to all living beings. The production, use,

---

and disposal of packaging not only generate large volumes of waste but also deplete raw materials, water, and energy, resulting in greenhouse gas emissions that exacerbate climate change (Herbes et al., 2018). Realizing the harmful effects of such packaging materials, growing concern of people, government and international agencies, and regulatory compliances, the corporations are innovating and using alternative materials which are eco-friendly and minimizes the damage to the environment. Emergence of environment friendly packaging, known as Eco-Packaging or Sustainable-Packaging or Green-Packaging, which minimizes waste, easily decomposes, recyclable and reusable, have emerged as a potential solution for reducing harmful effects to the environment. The real impact will depend upon its widespread awareness, compliance and use of Eco-Packaging by both the producers as well as consumers. The present study is aimed at studying the important determinants of Eco-Packaging. Based upon consumer responses, the study provides valuable insights for understanding the dimensions of Eco-Packaging and makes significant contributions for academics as well professionals.

### **Review of Literature**

The present study mainly relies on the five important theoretical frameworks related to - Circular Economy (Ellen MacArthur Foundation, 2013 and Kristianto & Nadapdap, 2021); Cradle-to-Cradle (C2C) framework developed by McDonough and Braungart (2002); Tripple Bottom Line for Sustainable Development (Elkington, 1997); Green Marketing (Polonsky, 1994), and Theory of Planned Behaviour (Ajzen, 1991).

Recent focus on sustainability has enhanced the efforts by everyone towards contributing to environmental protection. **Circular Economy** framework is an attempt to balance production and consumption by ensuring relevant measures for sustainability. It is described as “an industrial system that is restorative by intention and design, replacing the end-of-life concept with restoration and using renewable energy” (Ellen MacArthur Foundation, 2013). It encourages manufacturers to design the products to minimize waste, keep materials in circulation along with regenerating natural systems. The principles of eco-packaging align closely with the tenets of the Circular Economy (CE), particularly the "Reduce, Reuse, Recycle" (3R) framework, sometimes expanded to include "Recovery" and "Repair" (Kristianto&Nadapdap, 2021). It has been observed that use of different types of material for packaging purposes has a varying effect on the percentage of climate change (Bassani et al., 2024). Circular economy aligns with Eco-packaging by promoting use of recyclable, reusable, biodegradable, or compostable materials for packaging of products.

The **Cradle-to-Cradle (C2C)** framework developed by McDonough and Braungart (2002) focuses on regenerative materials which are easily decomposable or recycled. It significantly contributes to eco-packaging by distinguishing between biological and technical nutrient cycles. It suggests that packaging should either: biodegrade safely into ecosystems, or circulate indefinitely through high-value recycling. Their conceptualization suggests that eco-packaging should be based on regenerative resource system including packaging material and energy used for production.

The “**Triple Bottom Line**” framework proposed by Elkington (1997) describes sustainability in terms of three critical elements, also known as 3P’s – People (Social), Planet (Nature /Environment), and Profits (Economic). “It captures the whole set of values, issues, and processes organizations must address to minimize environmental impacts and meet broader social responsibilities” (Elkington, 1997). This framework is very relevant for Eco-Packaging as it

highlights that manufacturer should give emphasize on society (health & safety), environmental impact (waste reduction & recyclability), and business value (cost-effectiveness, brand enhancement), while designing and using packaging for their products for various purposes.

**Green Marketing** framework emphasizes upon use of environmentally friendly marketing practices from product design and development, distribution, and promotion to disposal of products. It highlights the importance of leaving a better planet for the future generations. According to Polansky (1994), green marketing refers to “marketing activities designed to generate and facilitate exchanges intended to satisfy human needs or wants, with minimal detrimental impact on the natural environment”. It provides significant rationale for use of Eco-packaging so as to minimize environmental pollution. Early studies indicated rising demand for environmentally friendly products and packaging, as consumers associated sustainability with responsibility, ethical consumption, and brand trust (Dangelico &Vocalelli, 2017; Ottman, 1998).

**Theory of Planned Behaviour (TPB)** helps in predicting the purchase intention and recycling/return behaviours by accounting for attitudes, subjective norms, and perceived behavioural control. According to Ajzen (1991), human behavioural intention is predicted by “attitudes toward the behaviour, subjective norms, and perceived behavioural control”. This is very relevant in understanding the adoption of Eco-packaging in terms of Attitudes (or beliefs about environmental benefits), Subjective norms (social pressure) and perceived behavioural control (ease of disposal, recycling). This theory explains that how the consumers’ attitude towards environmental concern and perceived environmental knowledge provides an understanding of the decision-making process in sustainable packaging (Popovic et al., 2019; Nguyen et al., 2022).

The above theoretical frameworks provide the basic foundations for adoption for Eco-packaging as integral to social, environmental and economic development. One of the earliest work of Boulding’s (1966) seminal essay “The Economics of the Coming Spaceship Earth,” argued on emergence of ecological economics and systems thinking and provides the foundation for eco-packaging. It emphasizes that traditional linear models of production and consumption were incompatible with ecological limits. Boulding’s vision of a closed-loop “spaceship” economy highlighted minimizing waste and maximizing resource circulation which serve as the basis for Eco-Packaging.

Eco-packaging which is also referred as Sustainable Packaging or Green Packaging or Environmentally Friendly Packaging is gaining importance as a potential element for marketing strategy. Eco- packaging also serves as a powerful communication and product-cue system that shapes expectations, trust, perceived quality, and ultimately purchase decisions (Magnier &Schoormans, 2015; Pinto et al., 2021, Steenis et al., 2017).

Eco-packaging or sustainable packaging has been defined and described by a large number of authors in terms of its constituents, design, material, benefits to the environment, individual users and other aspects related to sustainability. Siracusa et al.(2008) describes eco-packaging as a packaging that reduces environmental impacts through the use of recyclable, reusable, compostable, or biodegradable materials, and through design approaches that minimize material use, lower carbon emissions, and improve end-of-life recovery.It refers to “packaging that has a reduced environmental impact through the use of sustainable, recyclable, or biodegradable materials and minimized resource consumption” (Pinto et al., 2021).Packaging material plays a key role in determining its environmental impact.

Eco-packaging is “packaging designed to minimize waste generation and promote circularity through reuse, recycling, or compostability” (Magnier & Schoormans, 2015). It is “perceived by consumers as environmentally benign because of its materials, recyclability, biodegradability, or reduced resource intensity” (Steenis et al., 2017). Sustainable packaging is the result of a process approach in which certain attributes are added to a standard product that increase the economic, social and environmental value throughout its entire life cycle (Kozik, N., 2020). It has also been reported that demographic factors and cultural context also has an influence on the preference and choices for eco-packaging (Prakash and Pathak, 2017).

**Research Methodology:**

With a view to obtain opinions of consumers about Eco-Packaging, Exploratory Research approach was adopted. The data was collected through Survey of Consumers. Based on the review of literature and consultation with the subject experts, a Questionnaire – Scale consisting of 15 Likert type items was developed. The respondents included any consumer who has used products in Eco-Packaging. The data was collected from 84 respondents using Online survey. The data was analysed using Exploratory Factor Analysis to understand the determinants of Eco-Packaging. SPSS software was used to analyse the data.

**Results and Discussion**

The scale was tested for reliability. The KMO score of .883 reflect a high level of reliability. As all the items of the scale were based on the review of relevant literature and consultation of the experts, the scale has high content validity.

**Table - 1**

<b>KMO and Bartlett's Test</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.883
Bartlett's Test of Sphericity	Approx. Chi-Square	887.881
	df	105
	Sig.	.000

Exploratory Factor Analysis using Principal Component Method with Varimax Rotation was used to deduce factors/determinants from the scale. The data converged into three factors or determinants contributing to 70.65% of the total variance.

**Table – 2**

<b>Total Variance Explained</b>									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.917	52.82	52.782	7.917	52.82	52.782	3.908	26.053	26.053
2	1.402	9.346	62.128	1.402	9.346	62.128	3.367	22.46	48.498
3	1.279	8.527	70.656	1.279	8.527	70.656	3.324	22.57	70.656

Extraction Method: Principal Component Analysis.

<b>Rotated Component Matrix<sup>a</sup></b>			
FACTORS (Determinants)	Factor Loadings		
	1	2	3
<b>ENVIRONMENTAL CONCERN</b>			
1. Eco-packaging contributes towards environment.	.828		
2. Eco- packaging promotes recycling of the packaging.	.745		
3. Eco-packaging reduces environment degradation.	.733		
4. Eco-packaging makes disposing packaging waste easier.	.689		
5. Eco-packaging reduces waste.	.645		

6. Eco-packaging attracts environmentally conscious customers.	.566		
<b>ETHICAL CHOICES FOR RESPONSIBLE CONSUMPTION</b>			
1. Eco-packaging reflects customer commitment to greener lifestyle		.839	
2. Eco-packaging empowers customers to make ethical choices.		.807	
3. Eco-packaging supports responsible consumer behaviour.		.807	
4. Eco-packaging provides customer with environmentally responsible choices.		.471	
<b>CREDIBILITY AND TRUST</b>			
1. Eco-packaging choices reflect brand integrity.			.808
2. Eco-packaging choices gives peace of mind to the customers.			.760
3. Eco-packaging builds customer trust.			.723
4. Eco-packaging creates a responsible brand image.			.716
5. Eco-packaging helps business in improving sustainability.			.612
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. <sup>a</sup>			
a. Rotation converged in 9 iterations.			

Considering the constituents of the factors, the First factor was named as Environmental Concern, Second factor as Ethical Choices for Responsible Consumption and Third as Credibility and Trust.

The **First Determinant –Environmental Concern**, contributing about 26.5% variance, consisted of six items namely Eco-Packaging - Contributes towards environment (.828); Promotes recycling of the packaging (.745); Reduces environment degradation (.733); Makes disposing packaging waste easier (.689); Reduces waste (.645) and Attracts environmentally conscious customers (.566). This determinant describes the first and foremost step towards adoption of Eco-Packaging. Consumers having higher level of concern for the environment are aware of the core benefits of

eco-packaging and accordingly develop their attitude towards the acceptance and usage of products in eco-packaging. The realization of waste reduction, reflecting in their expectation from eco-packaging is significant reflection of concern for environment.

The **Second Determinant – Ethical Choices for Responsible Consumption**, contributing about 22.44% variance, consisted of four items namely Eco-Packaging - Reflects customer commitment to greener lifestyle (.839); Empowers customers to make ethical choices (.807); Supports responsible consumer behaviour (.807); and Provides customer with environmentally responsible choices (.471). This determinant builds on the attitude towards eco-packaging as described by the earlier determinant. It helps in reinforcing the primary benefits of eco-packaging and encourages ethical and responsible decision making and consumption with regard to packaging. An aware and educated consumer reflects a higher possibility of making choices in favour of buying and using products in eco-packaging. It has been reported in a study by Dwivedi et al. (2018) that the young, educated consumers with higher disposable incomes are willing to pay extra money or premium for eco-packaging.

The **Third Determinant – Credibility and Trust**, contributing about 22.15% variance, consisted of five items namely Eco-Packaging - Reflect brand integrity (.808); Gives peace of mind to the customers (.760); Builds customer trust (.723); Creates a responsible brand image (.716); and Helps business in improving sustainability (.612). Eco-Packaging plays an important role in the brand building and winning customers' trust for any product. They influence company's image and identity by contributing to a larger cause of sustainability. Such initiatives help the company in developing positive perceptions of the buyers towards company and product in terms of a responsible producer and marketer of sustainable products. This generates goodwill from the buyers enhances their credibility and trust for the company.

The findings are in line with the earlier studies on Eco-packaging which found a positive relationship between the perceptions, attitude, decision making, trust, values, and purchase intentions of Indian consumers toward products with eco-friendly packaging (Angelovska, et al., 2012; Steenis et al., 2017; Prakash et al., 2019; Pinto et al., 2021,). Growing interest and consumption of products with Eco-packaging can be largely contributed to these determinants related to Environmental Concern, Ethical Choices for responsible consumption and Credibility and Trust of the buyers. Meena Rani et al. (2025) found that attitudes toward sustainability, personal norms, and perceived environmental awareness are some of the key factors that drive the consumer purchase intentions towards eco-packaging.

## CONCLUSION

The world of innovation is not only bringing new products, but also different material and design for creating eco-packaging for addressing the global concern for the environment. Growing consumer awareness, technological innovations, corporate initiatives, regulatory compliances and many other drivers are popularizing and facilitating the adoption of Eco-packaging by increasing number of consumers. The present study analyses the key determinants of Eco-packaging shaping up consumer preferences, perceptions, attitudes, and decision making. The study brings out that various elements contributing to environmental concern, ethical decision making and consumer attitude towards the brand, shaping its credibility and building trust, are the primary determinants shaping Eco-packaging. Mass level awareness and adoption of eco-packaging as a buying habit will bring a major transformation in environment protection. The study is not only useful for the practitioners, it also provides important insights to the policymakers and scholars for advancing

the work towards sustainable production and consumption.

## REFERENCES

1. Ajzen, I. (1991). The theory of planned behavior, *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
2. Angelovska, J., Sotiroska, S.B., Angelovska, N., 2012. The impact of environmental concern and awareness on consumer behaviour, *International Journal of Environmental & Applied Sciences*, 7, 406–416.
3. Bassani, F., Rodrigues, C., Marques, P., & Freire, F. (2024). Life cycle assessment of pharmaceutical packaging addressing end-of-life alternatives, *Waste Management*, 175, 1-11.
4. Boulding, K. E. (1966). The economics of the coming spaceship earth. In H. Jarrett (Ed.), *Environmental quality in a growing economy* (pp. 3–14). Johns Hopkins University Press.
5. Dangelico, R. M., & Vocalelli, D. (2017). Green Marketing: An analysis of definitions, strategy steps, and tools through a systematic review, *Journal of Cleaner Production*, 165, 1263–1279.
6. Dwivedi, A., Nayan, M., & Khare, A. (2018). Consumer willingness to pay for green packaging in a developing country, *International Journal of Emerging Markets*, 13(2), 241–262.
7. Elkington, J. (1997). *Cannibals with forks: The triple bottom line of 21st century business*, Capstone.
8. Ellen MacArthur Foundation. (2013). *Towards the circular economy: Economic and business rationale for an accelerated transition*, Ellen MacArthur Foundation.
9. Herbes, C., Beuthner, C., & Ramme, I. (2018). Consumer attitudes towards biobased packaging: A cross-cultural comparative study, *Journal of Cleaner Production*, 194, 203–218.
10. Jain, P. and Hudnurkar (2022). Sustainable packaging in the FMCG industry, *Cleaner and Responsible Consumption*, 7, 100075
11. Kristianto, H., & Nadapdap, J. (2021). Towards a circular economy: Challenges and opportunities in eco-friendly packaging, *Asean Journal of Environmental Engineering and Ecology*, 3(2), 1-10.
12. Kozik, N. (2020). *Sustainable packaging as a tool for global sustainable development*, SHS Web of Conferences 74, 04012.
13. Magnier, L., & Schoormans, J. (2015). Consumer reactions to sustainable packaging: The interplay of visual appearance, verbal claim and environmental concern, *Journal of Environmental Psychology*, 44, 53–62.
14. McDonough, W., & Braungart, M. (2002). *Cradle to cradle: Remaking the way we make things*, North Point Press.
15. Meena Rani, N., Poondla, M., Nikhade, N., & Krishna, H. (2025). Unveiling the impact of behavioral biases on personality traits and investors sentiments: a smart PLS model, *Academy of Marketing Studies Journal*, 29(4), 1-16.
16. Nguyen, T. T., Yang, Z., & Nguyen, H. T. (2022). Factors influencing sustainable packaging in Vietnam: Integrating the theory of planned behaviour, *Sustainability*, 14(15), 9431.
17. Ottman, J. (1998). *Green marketing: Challenges and opportunities for the new marketing age*. NTC Business Books.
18. Pinto, J. V., Rodrigues, L. S., & Nogueira, L. M. (2021). Sustainable packaging: A review of environmental impact assessment tools, *Sustainable Production and Consumption*, 28, 746–758.
19. Polonsky, M. J. (1994). An introduction to green marketing, *Electronic Green Journal*, 1(2), 1–10.

20. Popovic, I., Bossink, B. A., & van Der Sijde, P. C. (2019). Factors influencing consumers' decision to purchase food in environmentally friendly packaging: What do we know and where do we go from here? *Sustainability*, 11(24), 7197.
21. Prakash, G., & Pathak, P. (2017). Intention to buy eco-friendly packaged products among young consumers of India: A study on developing nation, *Journal of cleaner production*, 141, 385-393.
22. Prakash, G., Choudhary, S., Kumar, A., Garza-Reyes, J. A., Khan, S. A. R., & Panda, T. K. (2019). Do altruistic and egoistic values influence consumers' attitudes and purchase intentions towards eco-friendly packaged products? An empirical investigation, *Journal of Retailing and Consumer Services*, 50, 163- 169.
23. Siracusa, V., Rocculi, P., Romani, S., & Dalla Rosa, M. (2008). Biodegradable polymers for food packaging, *Trends in Food Science & Technology*, 19(12), 634–643.
24. Steenis, N. D., van der Lans, I. A., van Herpen, E., & van Trijp, H. C. M. (2017). Effects of sustainable design strategies on consumer preferences for redesigned packaging, *Journal of Cleaner Production*, 162, 286–298.

## WAYSIDE STALLS IN LAKHIMPUR DISTRICT OF ASSAM: AN ECONOMIC ANALYSIS OF INFORMAL RURAL ENTREPRENEURSHIP

Dr. Padma Hazarika\*; Dr. Jayanta Kr. Dutta\*\*

\*Assistant Professor,  
Department of Economics,  
Laluk College, Lakhimpur, Assam, INDIA  
Email Id: hazarikapadma1@gmail.com

\*\*Assistant Professor,  
Department of Economics,  
Moridhal College, Dhemaji, Assam, INDIA  
Email Id: jayantadutta45@gmail.com

DOI: **10.5958/2249-877X.2026.00002.7**

---

### ABSTRACT:

*Informal economy is a striking factor in rural India to support livelihood, especially where there is agrarian uncertainty and less formal jobs. This paper focuses on economic form, contribution of wayside stalls to livelihood, and developmental importance of wayside stalls in Lakhimpur district of Assam. The paper examines the variations in income, diversification of products sold, cost structures, and participation by the entrepreneurs based on primary data collected during field visit and interviews of 25 wayside stall operators combined with secondary data comprising of government reports and academic studies. The results indicate that wayside stalls, although using low-capital and informal structures do yield a stable auxiliary income, enhance agricultural connections of the region, and more young educated rural population is being pulled into the value-added sphere. The paper contends that wayside stalls help bring localized economic recovery, through diversification of rural livelihood, lessening of market intermediaries and increasing income resilience. Policy recommendations include recognition of formality, access to credit, skill training, and infrastructure as a way of enhancing sustainability of informal businesses operating in rural areas.*

**KEYWORDS:** *Informal Economy, Wayside Stalls, Rural Entrepreneurship, Assam, Livelihood Diversification, Economic Turnaround.*

---

### 1. INTRODUCTION:

Informal sector has been the most important source of employment in most developing economies especially in rural areas where the formal job opportunities are limited. The Indian economy has a significant number of workers who depend on informal economic activities like street vending, petty trade and small scale retailing. These activities act as survival mechanisms and also as adaptation to structural constraints in the agricultural sector and the labour markets.

Assam is a special example where agriculture still engages most of the rural population, but the incomes of the farms do not increase because of the discontinuous land areas, frequent floods, and poor productivity. Here, other informal forms of retailing like wayside stalls have become significant sources of livelihood. The wayside stalls, which are generally situated on the road sides or on the residential property, sell locally produced farm and grocery products such as

---

vegetables, rice, pulses, milk, mustard oil, fruits and honey etc.

The Lakhimpur district with the majority of the population being rural and an economy mainly based on subsistence farming is a good place to study the economic importance of such businesses. This paper examines the functioning of wayside stalls as micro-economic units and their role in integrating the local agriculture as well as their role in diversifying incomes and turning around a rural economy.

## **2. Objectives of the Study:**

The study aims to:

1. Look at the economic performance and income-generating ability of wayside stalls in the Lakhimpur district.
2. Examine the relationship between wayside stalls and local production of agriculture.
3. Determine the contributions that youth and household labour make to informal rural entrepreneurship.
4. Bring out the major issues that wayside stalls operators are grappling with.
5. Recommend policy implications of enhancing sustainability and development of rural informal businesses.

## **3. Review of Literature**

The informal economy has been known to be a very significant part of both employment creation and survival sustenance in the developing economies. Hart (1973) has given early conceptualization about the informal sector when he defined informal economic activities as income generating strategies embraced by individuals who are not in the formal wage employment. As opposed to considering informality as residual or marginal phenomenon, Hart stressed the adaptive and functional purpose of informality in situations that are marked by low formal absorption of jobs. This school of thought is still relevant in the explanation of small and household based economic activities in rural and semi-rural areas.

Later academic work has built on this realization through emphasis on the entrepreneurial and livelihood stabilizing nature of informal action. Literature on street vending and petty trade underscores the fact that street vending and petty trade activities are often not capital-intensive, have flexible labour models, and are tightly linked to local demand patterns. In his extensive study of street vendors in global urban economy, Bhowmik (2010) claims that informal retailing is a very important buffer against unemployment and income insecurity. His main work is on urban settings, but the analytical information on low entry barriers, household labour involvement, and survival-cum-entrepreneurial motivation are all applicable in informal retail practices in rural settings.

The role played by informal vending in larger livelihood systems is also highlighted by policy-oriented research. The contribution of the street vendors in the distribution of food in the area, the creation of jobs, and the income-generation of the families that are vulnerable is recorded in the Informal Economy Monitoring Study which was conducted by Women in Informal Employment: Globalizing and Organizing (WIEGO, 2012). Another issue that the study illuminates is the constant problems of the informal vendors such as their not being recognised by the law, openness to economic shocks and social protection. The results are useful as they are used to analyse informal retail establishments like wayside stalls, which are similar in terms of their informality, weakness and economic importance.

In Indian terms, it is always evident in the official macro-level data that informal jobs are prevailing more especially in the country districts. According to government publications, the number of rural households engaged in agriculture and non-farm informal activities is a significant percentage and relies on the need to stabilize money flow and risk management. On the state level, Economic Survey of Assam (Government of Assam, 2024) points out that the rural populations still rely on agriculture but there are also new non-farm sources of livelihood. The report mentions that although there has been high production of vegetables, fruits, pulses and oilseeds, there is limited access to organized markets particularly in rural and prone to flood areas.

Likewise, the Statistical Handbook of Assam (Government of Assam, 2024) gives evidence of discontinuous agricultural plots, intermittent changes in incomes, and poor industrialization in the rural areas. Such structural characteristics give rise to situations whereby localized informal retail processes are critical in the process of connecting producers and consumers. Small household-based retail outlets used as the direct sales outlets of farm produce as well as suppression of additional income to rural family members in such contexts.

Although the existing literature provides a considerable amount of information about informal employment, street vending and rural diversification of livelihoods, the majority of an empirical research is based on urban street vendors or composite informal employment pattern. Empirical studies of rural wayside stalls as a separate unit of the economy, especially in Assam, are rather limited on the micro-level. In particular, the role of wayside stalls in the combination of agriculture with local markets, household-level labour rotation, and stabilization of income following a household level has not been well researched by the existing scholarship.

This gap is filled by the current research by looking at wayside stalls within the rural livelihood systems in the Lakhimpur district of Assam as such micro-enterprises. The integration of the primary field data with the available theoretical viewpoints of informality and secondary data, which is offered by the official sources, makes the study a continuation of the informal economy research to rural roadside retailing and its contribution to local economic revival.

#### **4. Methodology:**

The current study has a mixed-method research design that combines both quantitative and qualitative designs in an effort to give a holistic picture of the role of wayside stalls in rural livelihood among the inhabitants of Lakhimpur district.

##### **4.1 Primary Data Collection:**

Primary data were collected using direct field notes and semi-structured interviews using a purposive sample of 25 wayside stall vendors. These respondents were chosen in different locations within the district so as to represent different geographical and operation environments. The interviews were based on the following critical dimensions:

- Types and variety of products sold;
- Trends of sales volume and revenue generation per day;
- Site-specific location benefits and related operations expenses (rent, utilities, and maintenance);
- Home-based participation and involvement of young people in the operation of stalls.

The interviews were supplemented with field visits that allowed checking the information reported in the interviews and observing the dynamics of operations.

#### 4.2 Secondary Data Sources:

Authoritative official publications and other scholarly sources were used as the source of secondary data which helped contextualise the primary findings as a part of the overall trends in the economy. Principal sources included:

- Economic Survey of Assam (2023-24), published by the Directorate of economics and statistics, Government of Assam
- Statistical Handbook of Assam (2024), published by the governmental Directorate of Economics and Statistics, Government of Assam;
- Some of the other sources used: peer-reviewed research articles, government reports and policy documents related to agriculture, informal economy and rural livelihoods in Assam.

These sources provided a macro-indication about the production of agriculture, employment rate, and the contribution of the informal sector.

#### 4.3 Analytical Approach:

The gathered information was analysed in a dual framework. The quantitative components, which are mainly the sales, income, and cost structure, were examined through the method of descriptive statistics, such as the central tendency measures, frequencies distribution, and cross tabulations. Interpretation of qualitative data, which was the interview narratives, was done based on the themes in an attempt to explain the experience of operators, their challenges, and how these challenges are addressed.

The combination of the two datasets was used to support triangulation whereby micro level information on the wayside stall operators could be systematically linked with district and state-level economic trends recorded in secondary sources. This will increase the strength and policy applicability of the findings.

#### 5. Findings and Discussion:

This section gives empirical evidence of 25 wayside stalls studied in Lakhimpur district and relates them to the dynamics of an informal economy in rural areas and the turnaround of the local economy.

##### 5.1 Operational Character of Wayside Stalls:

The study area has wayside stalls which are small household-based retail outlets. Each stall has a person per stall although the operator might vary over the various time periods of the day or season. No indication of joint operation.

**Table 1: Operational Characteristics of Wayside Stalls (n = 25)**

Aspect	Observation
Mode of operation	Single operator at a time
Joint operation	Not observed
Labour source	Household members
Location	Roadside / home-front
Rent paid	Nil (majority)
Daily operating hours	6–8 hours

Source: Field Survey

---

This system reduces the fixed expenses and enables flexibility in distribution of labour. Rational household-level cost minimisation is manifested by the absence of rent and hired labour that increases economical viability even with low sales.

### 5.2 Household-Based Labour Rotation:

Though there is only one person working in the stall at a given time, the work of taking care of the stall is shared among the members of the household according to their availability, agricultural activities and household duties.

**Table 2: Pattern of Stall Operation across Time Periods**

Pattern	Observation
Same operator throughout the day	Limited cases
Rotation within the day	Common
Rotation across days/seasons	Very common
Reason for rotation	Farming work, household duties

Source: Field Survey

This rotational system allows households to mix agriculture, domestic work as well as vending without any permanent withdrawal of labour to any activity. This flexibility increases continuity of income and livelihood risk is minimized.

### 5.3 Product Composition and Agricultural Linkages:

The products that are sold in wayside stalls are majorly locally produced which is similar to the agricultural profile of the district. This exhibits great backward relationships between agricultural activities and informal retailing.

**Table 3: Major Products Sold at Wayside Stalls**

Product Category	Percentage of Stalls Selling
Vegetables (including potato)	88
Rice	72
Pulses (daal, black gram)	64
Fruits	68
Milk (packed/local)	52
Mustard oil (local)	48
Honey	36

Source: Field Survey

Selling locally made products, wayside stalls serve as the micro-level marketing channels, which decrease the reliance on intermediaries and enhance the local value retention. The occurrence of mustard oil and honey suggest the value addition in the informal sector.

### 5.4 Sales Pattern and Income Contribution:

Booth stalls bring in small but frequent revenues, to house hold cash flow and consumption requirements.

**Table 4: Sales and Income Pattern of Wayside Stalls**

Indicator	Range / Observation
Average maximum daily sales	~₹1,500
Lean-period daily sales	₹600–₹800
Monthly household contribution	₹6,000–₹10,000
Income nature	Supplementary but stabilizing
Seasonal fluctuation	High

Source: Field Survey

Even though the income level is not high, there is a stabilizing factor, which is the regularity of earnings in the household economies. This additional income assists in the evening out of agricultural periods or climatic shocks.

### 5.5 Youth Engagement and Nature of Informal Entrepreneurship:

The participation of the youth is selective and periodic and is usually associated with value-added products and peak demand periods.

**Table 5: Youth Involvement in Wayside Stalls**

Aspect	Observation
Youth-operated stalls (periodic)	Limited but present
Common activities	Fruit juice, honey
Nature of involvement	Part-time / seasonal
Motivation	Income support, self-employment

Source: Field Survey

The youth engagement is an opportunity based informal entrepreneurship but not a distress employment. Although small-scale, this kind of interaction helps to form skills and promote economic dynamism in the region.

### 5.6 Wayside Stalls and Local Economic Turnaround:

Wayside stalls, individually small, however, bring about livelihood diversification and economic sustainability in the rural setting.

**Table 6: Contribution of Wayside Stalls to Local Economic Turnaround**

Dimension	Observed Contribution
Household income	Stabilization
Livelihood structure	Diversification
Agricultural marketing	Local absorption
Employment	Self-employment
Economic resilience	Improved

Source: Field Survey

The aggregate effect of wayside stalls contributes to a micro-level economic recovery, which enhances, and fortifies local markets, decreases income exposure, and enforces changes in livelihood in a largely agrarian economy.

### **5.7 Synthesis:**

The results affirm that wayside stalls are micro-enterprises that are based on agriculture, are low-cost and flexible. They are not important in terms of generating high incomes, but stabilizing incomes, labour flexibility, and their integration with local systems of production. All these aspects make the rural economies in the Lakhimpur district more resilient.

### **6. Policy Implications and Recommendations:**

According to the present findings of the study, wayside stalls are relevant in maintaining a balanced livelihood among the rural people as well as enhancing the local market systems within Lakhimpur district. Their possible role in the long-term rural economic development is, however, limited by informality, lack of institutional support as well as susceptibility to environmental and market shocks. References to the empirical evidence, the policy implications and recommendations are as follows.

#### **6.1 Wayside Stalls identified as Rural Micro-Enterprise:**

The wayside stalls are to be legally accepted as the rural micro-enterprise and not as a transitory or peripheral activity. The current policy frameworks, including the Street Vendors (Protection of Livelihood and Regulation of Street Vending) Act, 2014 are mostly urban-focused. Such structures must be adjusted to the rural setting by recognising home-front and roadside stalls as a different form of informal retailing. This would help in eliminating uncertainty, harassment, and insecurity that stall operators have to endure because they are not formally recognized.

#### **6.2 Access to Credit and Financial Inclusion:**

The analysis reveals most wayside stalls have low start-labour up capital and are dependent on household capital. Their access to institutional credit is limited which limits their product diversification or the ability to make basic improvements. Rural informal retailers should be offered micro-credit schemes, self-help group links ups and easy access to vendor-specific financing. Even modest working-capital assistance can help to stabilize the income and to allow expanding the enterprise gradually.

#### **6.3 Skill Development and Value Addition:**

The policy interventions should aim at developing skills to do value-added activities especially to the youth and willing members of the household. Food processing, hygiene, packaging, pricing and basic marketing training can help increase the quality and returns of products. Activities like fruit juice preparation, local oils processing, and marketing of honey would enhance the backward links with agricultural sector and other support sectors.

#### **6.4 Infrastructure and Climate Resiliency:**

Due to the tendency of flooding in the Lakhimpur district, wayside stalls are very susceptible to the environmental disturbances. Losses in poor conditions can be minimized by providing the basic infrastructure like raised platforms, simple storage facilities, stall designs that are weather resistant. Incorporating the informal retailers into the local disaster-mitigation and insurance plans would further promote resilience.

### **6.5 Gender-Sensitive and Household-Based Interventions:**

Wayside stalls will be run under household based labour rotation needs; policy intervention there must be tailored to domestic needs and time, especially on women. More flexible working hours, access to health coverage, and a place in the social security systems would not interfere with the family dynamics and would enhance the level of participation and well-being.

### **6.6 Enhancing Local Market Interconnections:**

The creation of linkages between wayside stalls and local producer groups, cooperatives and weekly markets may improve the consistency of supply and income potential. The formal inclusion could be enhanced in the long term by the gradual adoption of digital payment systems as well to increase efficiency in transactions and financial transparency.

## **7. CONCLUSION:**

This paper has studied the economic contribution of wayside stalls within the Lakhimpur district in terms of informal rural entrepreneurship and local economic turnaround. Through primary field-based information gathered on 25 wayside stalls and reinforced by secondary sources, the paper shows that wayside stalls can be used as low-cost household-based retail outlets and are closely affiliated with local agricultural production.

The results indicate that even though wayside stalls earn relatively small amounts of money, they are economically important with respect to stabilizing incomes, diversification of livelihoods and labour flexibility. The rotational working of stalls which is based at the home allows families to integrate agriculture, domestic and informal retailing without any permanent withdrawal of labour by one of these activities. This malleability is especially significant in an agrarian and flood-afflicted land where the uncertainty of income is a chronic problem.

Wayside stalls also become micro-marketing mediums to the domestic products like vegetables, rice, pulses, mustard oil and honey and hence, it can reduce the reliance on the intermediaries and empower local value chains. The small yet significant participation of rural youth in value added activities like selling fruit juices and selling honey is a sign of developing types of opportunity based informal entrepreneurship. All these characteristics lead to a micro-level economic turnaround through the improvement of household resilience and strengthening local market systems.

In spite of the significance, wayside stalls are limited by informality, volatility of income, lack of institutional credit and social protection. Their contribution can only stabilize at the subsistence level and not at sustainable growth unless the policy recognizes them and gives special attention.

The paper highlights the importance of rural sensitive policy responses in which wayside stalls are perceived as part of rural economy. These enterprises can largely be improved in the area of sustainability and development through formal recognition, access to micro-credit, value addition through skill development, and provision of basic infrastructure.

## **8. Future Research Limitations and Scope:**

The research is premised on a small sample size and uses a descriptive method, which hinders statistical extrapolation. Future studies can broaden the sample to cover other districts, use longitudinal designs to study the mobility of incomes and research how digital integration and market connections can enhance the strength of informal rural firms. The cross-regional

comparative study of informal retail dynamics in different rural settings would also be enhanced with the help of comparative studies across regions of North East India.

**REFERENCES:**

1. Hart, K. (1973). Informal income opportunities and urban employment in Ghana. *The Journal of Modern African Studies*, **11**(1), 61–89. <https://doi.org/10.1017/S0022278X00008089>
2. Bhowmik, S. K. (2010). *Street vendors in the global urban economy*. New Delhi, India: Routledge India.
3. Women in Informal Employment: Globalizing and Organizing (WIEGO). (2012). *Informal economy monitoring study: Street vendors sector report*. Cambridge, MA: WIEGO.
4. Government of Assam. (2024). *Economic Survey of Assam 2023–24*. Guwahati: Directorate of Economics and Statistics, Government of Assam.
5. Government of Assam. (2024). *Statistical Handbook of Assam 2024*. Guwahati: Directorate of Economics and Statistics, Government of Assam.

## Editorial Board

**Dr. Dalbir Singh,**

Editor in Chief  
Associate Professor  
Haryana School of Business,  
G.J.U.S & T, Hisar, Haryana, INDIA  
Email: dalbirhsb@gmail.com

**Dr. Victor Sohmen**

Professor  
Department of Management and Leadership  
Drexel University Philadelphia, Pennsylvania,  
USA  
Email: vsohmen@gmail.com

**Dr. Anisul M. Islam**

Professor  
Department of Economics University of  
Houston-Downtown, Davies College of Business  
Shea Street Building Suite B-489  
One Main Street, Houston, TX 77002, USA  
Email: islama@uhd.edu

**Dr. Maithili R.P. Singh**

Professor  
Deptt. of Management, Central University of  
Rajasthan, Kishangarh, Ajmer, Rajasthan, India  
Email: mrpcuraj@gmail.com

**Dr. (Mrs.) K.T.Geetha**

Professor  
Department of Economics  
Avinashilingam University Coimbatore,  
Tamil Nadu, INDIA  
Email: geetha\_eco@avinuty.ac.in,

**Dr. Secil Tastan**

Faculty  
Management and Organizational Behaviour,  
Marmara University, TURKEY  
Email: seciltastan@marmara.edu.tr

**Dr. Emre Isci**

Faculty  
Management and Organizational Behaviour,  
Marmara University, TURKEY  
Email: emreisici@yahoo.com

**Dr. Natalia I. Larionova**

Faculty  
Kazan Federal University, Kazan, RUSSIA  
Email: Natalia55@ores.su

**Dr. Eatzaz Ahmad**

Professor  
Department of Economics,  
Quaid-i-Azam University Islamabad, PAKISTAN  
Email: eatzazahmad@yahoo.com

**Dr. Ajay Sharma**

Associate Professor  
Department of Commerce,  
GGSDS College, Chandigarh, INDIA  
Email: [commerceajay@gmail.com](mailto:commerceajay@gmail.com)

**Dr. B.C.M. Patnaik**

Associate Professor  
Accounts & Finance KSOM, KIIT University,  
Bhubaneswar, Odisha, INDIA.  
Email: [bcmpatnaik@ksom.ac.in](mailto:bcmpatnaik@ksom.ac.in)

**Dr. Wali Rahman**

Assistant Professor  
Human Resource Development,  
University of Malakand, PAKISTAN  
Email: mayarwali@gmail.com

**Dr. Sonia Sharma Uppal**

Assistant professor,  
P.G Department of Comm. & Mgt. Arya College,  
Ludhiana, INDIA  
Email: [dr.soniasharmauppal@gmail.com](mailto:dr.soniasharmauppal@gmail.com)

**Dr. Liliana Faria**

Faculty  
Vocational Psychology,  
ISLA Campus Lisboa - Laureate International  
Universities, PORTUGAL.  
Email: [Liliana.Faria@universidadeeuropeia.pt](mailto:Liliana.Faria@universidadeeuropeia.pt)

**Mr. E. Ratnam**

Head  
Department of Marketing  
Faculty of Management Studies and Commerce  
University of Jaffna, SRI LANKA  
Email: [ratnammkg@yahoo.com](mailto:ratnammkg@yahoo.com)

**Poongothai Selvarajan**

Lecturer  
Department of Economics and Management,  
Vavuniya Campus of the University of Jaffna,  
Vavuniya, SRI LANKA

**Saseela Sivasubramaniam**

Lecturer  
Department of Financial Management,  
University of Jaffna, SRI LANKA  
Email: [saseelas@yahoo.com](mailto:saseelas@yahoo.com)

## Categories

- Management and Economics
- Financial Management and Accounting
- Industrial and Business Management
- Entrepreneurship Management
- Marketing Management
- Banking and Insurance Studies

## Review Process

Each research paper/article submitted to the journal is subject to the following reviewing process:

1. Each research paper/article will be initially evaluated by the editor to check the quality of the research article for the journal. The editor may make use of iThenticate/Viper software to examine the originality of research articles received.
2. The articles passed through screening at this level will be forwarded to two referees for blind peer review.
3. At this stage, two referees will carefully review the research article, each of whom will make a recommendation to publish the article in its present form/modify/reject.
4. The review process may take three/four working days.
5. In case of acceptance of the article, journal reserves the right of making amendments in the final draft of the research paper to suit the journal's standard and requirement.

## Published by

### South Asian Academic Research Journals

A Publication of CDL College of Education, Jagadhri (Haryana)  
(Affiliated to Kurukshetra University, Kurukshetra, India)

Our other publications :

Academicia - An International Multidisciplinary Research Journal

ISSN (online) : 2249-7137

SAARJ Journal on Banking & Insurance Research (SJBIR)

ISSN (online) : 2319-1422