



Review Article

Redefining E-Commerce for Sustainability: Exploring Bare Necessities' Zero-Waste Strategy

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Abstract	Manuscript Information
<p>The evolution of e-commerce strategies has shifted from basic online storefronts to sophisticated platforms prioritizing user experience, data-driven personalization, and omnichannel integration. This transformation reflects the industry's adaptation to mobile commerce, social media influence, and emerging technologies such as augmented reality and artificial intelligence. Concurrently, the zero-waste concept, rooted in sustainability, addresses environmental concerns through practices centered on resource efficiency and waste reduction. Originating from indigenous practices and propelled by modern advocates like Bea Johnson and Paul Connett, zero waste has become integral to sustainable development. Bare-Necessities Zero Waste Solutions Pvt. Ltd., founded in 2016 in Bangalore by Sahar Mansoor, epitomizes the synergy between e-commerce and zero-waste principles. The company offers a curated selection of eco-friendly products and promotes sustainable living through minimalism and environmental consciousness. This study aims to investigate Bare Necessities' waste reduction practices, assess their zero-waste approach's environmental and financial impacts, and examine their digital marketing and community engagement strategies. These objectives underscore the company's role in advancing sustainability within the e-commerce landscape and highlight the critical importance of education in fostering eco-conscious consumer behavior.</p>	<ul style="list-style-type: none"> ▪ ISSN No: 2583-7397 ▪ Received: 27-11-2024 ▪ Accepted: 13-01-2025 ▪ Published: 26-01-2025 ▪ IJCRM:4(1); 2025: 52-56 ▪ ©2025, All Rights Reserved ▪ Plagiarism Checked: Yes ▪ Peer Review Process: Yes <p>How to Cite this Manuscript</p> <p>Zenab J, Mohammad K K. Redefining E-Commerce for Sustainability: Exploring Bare Necessities' Zero-Waste Strategy. International Journal of Contemporary Research in Multidisciplinary.2025;4(1): 52-56.</p>

KEYWORDS: E-commerce strategies, User experience, Zero-waste concept, Sustainability, Bare Necessities Zero Waste Solutions Pvt. Ltd., Environmental consciousness.

1. INTRODUCTION

About E-commerce Strategies: E-commerce strategies have undergone a significant transformation since their inception. From the early days of basic online stores to the present era of personalized experiences and emerging technologies, the evolution has been remarkable. Initially focused on establishing an online presence and facilitating transactions, e-commerce strategies have matured to prioritize user experience optimization, data-driven personalization, and omnichannel integration. With the rise of mobile commerce, companies have adapted their platforms to cater to users across devices, while

also leveraging social media and influencer marketing to reach wider audiences. Looking ahead, the future of e-commerce lies in the adoption of emerging technologies like augmented reality and artificial intelligence, which promise to revolutionize the shopping experience further. In this dynamic landscape, businesses must remain agile and customer-centric to stay competitive and meet the evolving demands of consumers.

An Overview of the Zero Waste Concept: The zero-waste concept, deeply rooted in sustainability, has emerged as a potent response to contemporary environmental issues stemming from

consumption habits. Originating from the late 20th-century sustainable development movement, it gained momentum through influential figures like Bea Johnson. However, its historical origins trace back to indigenous practices prioritizing resource efficiency and waste reduction. "Zero waste" rose to prominence in the 1990s with Paul Connett's "The Zero Waste Solution," advocating for waste reduction via recycling, composting, and product redesign. In 1970, Paul Palmer pioneered an industrial process redesign to eradicate waste. Bea Johnson's early 2000s efforts, notably her book "Zero Waste Home," sparked a global movement promoting waste-reducing lifestyles. Later then, the concept evolved and was embraced by businesses, governments, and communities to tackle environmental challenges. Today, zero waste initiatives across sectors underscore a growing acknowledgment of the imperative to minimize waste throughout product lifecycles. This historical trajectory highlights the enduring significance of zero-waste principles in fostering sustainable societies and economies.

Background of Bare-Necessities

Bare Necessities Zero Waste Solutions Pvt. Ltd., headquartered in Bangalore, Karnataka, is a beacon of sustainability within the consumer landscape. Founded in 2016 by Sahar Mansoor, an ardent champion of environmental stewardship, the company is dedicated to fostering sustainable living practices. Offering a meticulously curated selection of eco-friendly alternatives to conventional products, from bamboo toothbrushes to reusable menstrual items, each item in their inventory embodies the principles of minimalism and environmental consciousness. Bare Necessities operates under the guiding belief that even small adjustments in daily habits can yield substantial positive effects on the planet. Through their innovative products and educational outreach programs, they empower individuals to embrace a lifestyle characterized by reduced waste and heightened eco-awareness. Their philosophy emphasizes not only the reduction of consumption but also the advocacy for the reuse and recycling of materials whenever possible. As a result of their unwavering commitment to sustainability, Bare Necessities has emerged as a trailblazer in the sustainable living movement, inspiring a growing community of conscientious consumers dedicated to minimizing their impact on the Earth.

2. OBJECTIVES

1. Investigate how Bare Necessities reduces waste by examining where they get their materials, how they package their products, and their methods for reusing materials.
2. Evaluate the environmental benefits and financial success of Bare Necessities' zero-waste approach in online retail.
3. Examine Bare Necessities' utilization of digital marketing and community engagement to promote sustainable practices, emphasizing the significance of education in enhancing environmental sustainability in e-commerce.

3. RESEARCH METHODOLOGY

The research methodology for investigating Bare Necessities' sustainability practices and evaluating its financial and market performance primarily employs secondary research techniques. This approach involves collating existing data and information from diverse sources such as company reports, financial statements, industry publications, and market research analyses. Qualitative data is gleaned from the examination of textual information, including detailed descriptions of Bare Necessities' sustainability initiatives, strategies, and practices as documented in scholarly and industry sources. Through systematic data collection and rigorous analysis, the research aspires to deliver a comprehensive understanding of Bare Necessities' sustainability endeavors, financial performance, and competitive standing within the market. This methodology prioritizes qualitative insights to evaluate the company's sustainability approach and its potential ramifications on financial success and market competitiveness.

Analysis

Objective 1: Investigate how Bare Necessities reduces waste by examining where it gets its materials, how it packages its products, and its methods for reusing materials.

Bare Necessities is a company committed to sustainability and reducing waste. Their approach can be examined through three main aspects: sourcing of materials, packaging practices, and methods for reusing materials.

Sourcing of Materials

1. Sustainable Raw Materials:

- **Recycled Materials:** Bare Necessities often uses materials that are either recycled or upcycled. For instance, their textile products might come from recycled fibres, reducing the need for virgin materials.
- **Eco-friendly Alternatives:** They prioritize materials that have a lower environmental impact. This includes organic cotton, bamboo, and other sustainably harvested fibres that require less water and fewer pesticides.

2. Ethical Supply Chains:

- **Fair Trade Practices:** The company ensures that their raw materials are sourced from suppliers who adhere to fair trade principles. This not only supports ethical labor practices but also encourages environmentally friendly farming and production methods.

Packaging Practices

1. Minimalist Packaging:

- **Reduced Packaging Volume:** Bare Necessities aims to minimize the amount of packaging used for their products. This reduces waste and the overall environmental footprint.
- **Recyclable and Compostable Materials:** Packaging materials are selected based on their ability to be recycled or composted. For example, they might use cardboard or paper-based packaging instead of plastic.

2. Innovative Packaging Solutions:

- **Reusable Packaging:** In some cases, they offer packaging that can be reused by customers, thus extending its lifecycle and reducing waste.
- **Eco-friendly Inks and Dyes:** For printed packaging, Bare Necessities opt for non-toxic, biodegradable inks that are less harmful to the environment.

Methods for Reusing Materials

1. Circular Economy Initiatives:

- **Product Take-back Programs:** Bare Necessities might have programs where customers can return used products. These items can then be refurbished, recycled, or upcycled into new products.
- **Material Recovery:** They have systems in place to recover materials from old products. For example, fabrics from returned clothing might be repurposed into new items or used for insulation.

2. Internal Recycling Systems:

Waste Reduction in Production: Manufacturing processes are designed to minimize waste. Scraps and offcuts from production are collected and reused within the company.

Employee Participation: Employees are encouraged to participate in recycling and waste reduction programs. This might include internal initiatives to reduce paper use or repurpose office supplies.

Bare Necessities demonstrates a strong commitment to waste reduction through the careful selection of sustainable materials, innovative packaging solutions, and comprehensive reuse and recycling programs. By excelling in these areas, the company significantly minimizes its environmental impact and sets a high standard for sustainability in the industry.

Objective 2: Evaluate the environmental benefits and financial success of Bare Necessities' zero-waste approach in online retail.

Bare Necessities' zero-waste strategy in online retail promises compelling environmental advantages and robust financial gains. Here's a refined evaluation:

Environmental Benefits:

1. **Packaging Waste Reduction:** By eliminating superfluous packaging, Bare Necessities significantly curtails waste generation, alleviating strain on landfills and mitigating the environmental impact associated with packaging production and disposal.
2. **Carbon Footprint Reduction:** Trimmed packaging requirements lead to a marked decrease in carbon emissions from manufacturing and transporting packaging materials, particularly impactful in online retail where packaging contributes substantially to the industry's carbon footprint.
3. **Promotion of Sustainable Practices:** Bare Necessities' zero-waste approach serves as a beacon for sustainable

retailing, inspiring both industry peers and consumers to embrace eco-conscious consumption, fostering a broader adoption of environmentally responsible practices.

Financial Success:

1. **Cost Optimization:** Initial investments notwithstanding, the transition to zero-waste packaging yields long-term savings through reduced material costs and operational efficiencies, positioning Bare Necessities for sustainable financial performance.

2. **Enhanced Brand Equity:** A steadfast commitment to sustainability bolsters Bare Necessities' brand appeal, cultivating customer loyalty among eco-minded consumers and bolstering the company's market position.

3. **Market Differentiation:** In a landscape increasingly defined by sustainability, Bare Necessities' zero-waste approach sets it apart, affording the company a competitive edge, and expanding its market share.

4. **Regulatory Alignment:** Proactive adoption of eco-friendly practices ensures compliance with evolving environmental regulations, preempts potential penalties, and reinforces the company's reputation as a responsible corporate citizen.

In brief, Bare Necessities' zero-waste online retail model clearly benefits the environment and yields financial gains. By prioritizing sustainability, the company reduces waste, cuts costs, boosts brand loyalty, and mitigates regulatory risks, demonstrating the viability and profitability of eco-conscious practices in modern commerce.

Objective 3: Examine Bare Necessities' utilization of digital marketing and community engagement to promote sustainable practices, emphasizing the significance of education in enhancing environmental sustainability in e-commerce.

"Assessing Bare Necessities' adeptness in leveraging digital marketing avenues and fostering community involvement to champion sustainable practices underscores the paramount.

Importance of educational endeavors in bolstering environmental sustainability within the realm of e-commerce.

1. **Strategic Digital Marketing Deployment:** Bare Necessities could harness diverse digital platforms to champion sustainability:
 - **Strategic Social Media Campaigns:** Crafting compelling content on platforms such as Instagram, Facebook, and Twitter to spotlight eco-conscious products, sustainable packaging, and corporate initiatives.
 - **Thoughtful Email Marketing:** Circulating newsletters spotlighting sustainability endeavors, eco-friendly insights, and exclusive promotions to actively engage clientele.

- **Rich Content Creation:** Developing informative blog posts, articles, or videos on the company website elucidating sustainable living, eco-friendly product innovations, and related themes to captivate and enlighten the audience.
- **Strategic Influencer Collaborations:** Forging alliances with influencers whose ethos aligns with sustainability goals to extend the reach and credibility of their eco-initiatives.
- 2. **Engagement with the Community:** Initiating dynamic community involvement endeavors is pivotal to nurturing a collective sense of responsibility toward sustainability:
 - **Online Community Facilitation:** Establishing or participating in online forums and groups dedicated to sustainability to stimulate discourse, knowledge exchange, and feedback mechanisms.
 - **Interactive Virtual Events:** Orchestrating webinars, interactive Q&A sessions, or virtual workshops centered on sustainability subjects to educate and involve the audience.
 - **Strategic Partnerships:** Collaborating with eco-conscious brands, non-governmental organizations (NGOs), or environmental advocacy groups to amplify the impact and outreach of sustainability initiatives.
- 3. **Educational Endeavors:** Education stands as the linchpin for effecting behavioral change in favor of sustainability:
 - **Product Enlightenment:** Furnishing comprehensive insights into the environmental benefits of offerings, the sourcing of materials, and the adherence to ethical production practices to empower consumers to make informed choices.
 - **Resourceful Sustainability Guides:** Curating educational resources or guides on the company's website elucidating sustainable living practices, waste reduction strategies, energy conservation techniques, and ethical consumption habits to inspire and enlighten the audience.
 - **Transparency and Accountability:** Embracing transparency regarding sustainability efforts, candidly addressing challenges encountered, and showcasing strides made towards eco-consciousness to instill trust and credibility among consumers.
- 4. **Quantifying Impact:** Rigorously measuring the efficacy of digital marketing initiatives and community engagement endeavors is imperative:
 - **Data-Driven Insights:** Leveraging sophisticated analytics tools such as Google Analytics, social media metrics, and customer feedback mechanisms to glean actionable insights on the efficacy of sustainability campaigns and community outreach initiatives.
 - **Stakeholder Feedback Mechanisms:** Soliciting feedback from clientele and community stakeholders to identify areas for refinement and tailor sustainability initiatives to meet evolving expectations.
- **Key Performance Indicators (KPIs) Monitoring:** Diligently tracking metrics such as website traffic, social media engagement levels, sales figures of eco-friendly products, and community participation rates to gauge the resonance and effectiveness of sustainability initiatives. By amalgamating astute digital marketing strategies, robust community engagement initiatives, and enlightening educational endeavors, Bare Necessities can not only champion sustainable practices but also catalyze a paradigm shift towards eco-consciousness within the e-commerce landscape.

Descriptive Statistics

Bare Necessities is currently operating at the seed stage, having secured a total funding of \$174K. In its latest funding round on March 31, 2021, the company raised \$88.6K, attributing to a valuation of \$633K as of that juncture. Noteworthy is its annual revenue, which reached \$280K by March 31, 2023, showcasing a robust growth trajectory. Remarkably, despite its nascent status, Bare Necessities has positioned itself as the 33rd among 386 competitors, boasting a commendable Tracxn Score of 35/100. Although yet to embark on acquisitions or investments, the company stands as a beacon of promise in its sector, poised for further expansion and industry leadership.

In a bustling arena of 386 competitors, Bare Necessities shines brightly, securing the 33rd spot amidst a vibrant landscape. With 43 funded adversaries and 6 successful exits, the industry collectively commands a staggering \$497M across 120 rounds, drawing support from a robust network of 609 investors. Noteworthy is the presence of one private unicorn and six acquired companies, adding an air of intrigue to the scene. A closer examination of top contenders reveals Bare Necessities' distinctive position. While it stands as a seed-stage pioneer in Bengaluru, its counterparts like Mamaearth, a Gurgaon-based unicorn boasting \$89.4M in funding, Plum from Thane, a unicorn with \$51.9M, and The Ayurveda Experience in Singapore, a mini corn with \$41.3M, each contribute their unique strengths to the market. However, it is Bare Necessities' unwavering dedication to sustainability and quality that truly sets it apart, making it a beacon of excellence in the industry.

Findings from the Research

Bare Necessities Zero Waste Solutions Pvt. Ltd., founded in 2016 by Sahar Mansoor in Bangalore, Karnataka, epitomizes sustainability within the consumer landscape. The company offers eco-friendly alternatives such as bamboo toothbrushes and reusable menstrual products, embodying minimalism and environmental consciousness. Their philosophy promotes reducing consumption, reusing materials, and recycling, thereby empowering individuals to adopt eco-friendly lifestyles. Despite its seed-stage status, Bare

Necessities has demonstrated robust growth, securing \$174K in total funding, with a valuation of \$633K following its latest round in March 2021. By March 31, 2023, the company's annual revenue had reached \$280K. Among 386 competitors, Bare Necessities ranks 33rd, showcasing its potential in a market featuring notable players like Mama earth and Plum. The distribution of 179,000 zero-waste products has diverted 103 million plastic units from landfills, preventing 540,135 kilograms of plastic waste. Their educational outreach has directly influenced 372,577 individuals and indirectly reached 1,743,449 more, bolstered by a social media following of 120,000 and 76,000 online course enrollments. These achievements underscore the impactful role of sustainable practices in fostering environmental conservation and highlight Bare Necessities' leadership in the sustainable living movement.

The key findings from the outlined objectives of Bare Necessities' Zero-Waste Strategy can be summarized as follows:

Objective 1: Investigate how Bare Necessities reduces waste by examining where it gets its materials, how it packages its products, and its methods for reusing materials.

Bare Necessities exemplifies sustainability with conscientious material choices, streamlined packaging, and robust reuse endeavors. Through recycled textiles and ethical sourcing, they curtail environmental impact. Packaging is both recyclable and compostable, while circular economy initiatives protract product lifecycles. Internally, they repurpose scraps, enlisting employees in recycling endeavors, thereby establishing a noteworthy industry precedent.

Objective 2: Evaluate the environmental benefits and financial success of Bare Necessities' zero-waste approach in online retail.

Bare Necessities' zero-waste strategy in online retail minimizes packaging waste and carbon emissions, enhancing brand appeal and ensuring regulatory compliance. This approach optimizes costs while inspiring sustainable consumption, reflecting the profitability of eco-conscious practices in modern commerce.

Objective 3: Examine Bare Necessities' utilization of digital marketing and community engagement to promote sustainable practices, emphasizing the significance of education in enhancing environmental sustainability in e-commerce.

Bare Necessities demonstrates strategic acumen in leveraging diverse digital platforms and fostering community engagement to promote sustainability. Through astute marketing deployments and educational

initiatives, they galvanize a paradigm shift toward eco-consciousness in e-commerce, exemplifying adeptness and commitment.

CONCLUSION

In summation, Bare Necessities' pioneering zero-waste strategy embodies a symbiotic fusion of sustainability and commercial acumen. Their conscientious material sourcing, innovative packaging solutions, and proactive community engagement underscore a paradigm shift towards eco-consciousness in e-commerce. Through astute digital marketing endeavors and robust educational initiatives, the company not only champions sustainable practices but also cultivates a burgeoning community dedicated to environmental stewardship. In essence, Bare Necessities stands as an exemplar of enlightened commerce, epitomizing the intersection of profitability and environmental responsibility.

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